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VOL. CXVII

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No. 8



PUBLICATION DATE FEBRUARY 24TH.

BLACK SHEEP

by

JESSIE PAYNE

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Raymund, the Provencal; Bohemund, Prince of Antioch; sleepy William Short-Nose; Tancred; Adhemar; Robert of Flanders; Tafur, King of the Vagabonds...the feudal barons of all Europe marched under the holy banner of the Cross. Knight and archer, churchman and vagabond, they were impassioned by one Lord, drawn across the world by the

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DOUBLEDAY-DORAN

Coming March 1st...First Edition 85,000...\$3, Illustrated

PARIS, MAY 18, 1928

My Dear Martet,

I have been criticised and violently attacked. I shall be again. In order to answer these attacks it is possible that you will have need of certain documents. I am giving them to you.

G. CLEMENCEAU

MARCH 5th is the publication day of the complete *Life of Clemenceau* in his own words as told by himself to his Secretary, Jean Martet. Not only the story of the war period and

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"LABYRINTH"

*They were apparently a happy,
prosperous couple, but —*

What about that book
he wanted to write?

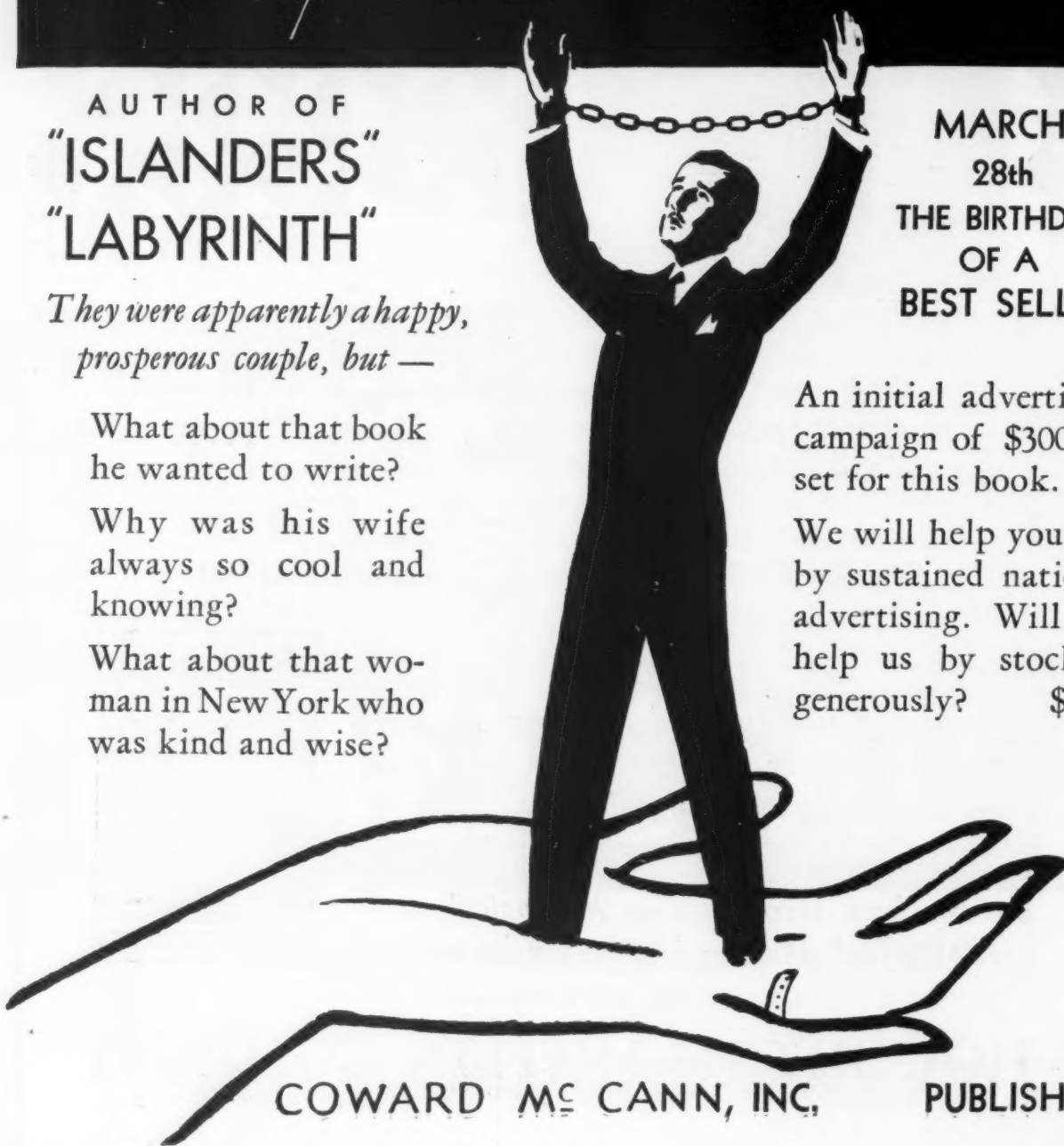
Why was his wife
always so cool and
knowing?

What about that wo-
man in New York who
was kind and wise?

MARCH
28th
THE BIRTHDAY
OF A
BEST SELLER

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campaign of \$3000 is
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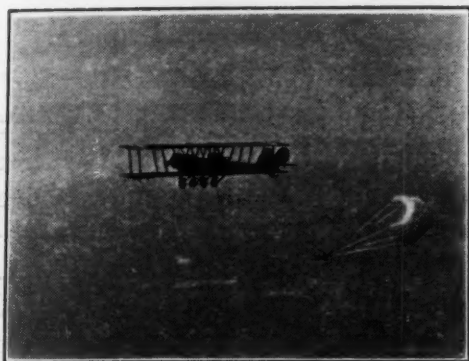
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"If you need one and you haven't got one you'll never need one again!"

One of the most exciting books *The Inner Sanctum* has come across for a long time will be published March 27th. Title: *JUMP! Tales of The Caterpillar Club*.

Until this manuscript came in Your Correspondent had heard vaguely of The Caterpillar Club, but had never realized its significance. It's the club composed exclusively of aviators who have had to 'jump out of a plane. No country-fair exhibition, mind you; rather a life and death battle against Gravity.

AN AIR CORPS Proverb used by The Caterpillar Club epitomizes the book:

IF YOU NEED ONE AND YOU HAVEN'T GOT ONE YOU'LL NEVER NEED ONE AGAIN!

Jump is taken from the archives of The Caterpillar Club. The words of the aviators themselves who jumped for their lives are very largely used.

How would you like to be suspended from Lieut. Hutchinson's parachute? He was making a test flight in a plane loaded with 320 gallons of gasoline and 2,000 rounds of ammunition. The ship caught fire. He was forced to jump. Suspended in mid-air, he saw his disabled plane spiralling around him with 2,000 bullets screaming into space.

DON GLASSMAN, the author, has had the co-operation and assistance of officials of The Caterpillar Club, and has made of *Jump!* not only an authentic book (including a history of parachute jumping) but a hair-raising, breathless one to boot.

The Inner Sanctum's Department of Statistics has just emerged from hibernation quarters with a territorial sales report, fraught—

according to PETE ARNO—with interest. It shows, among other tidbits, that 55% of the total business done by ESSANDESS is in New York City. One of the reasons for this overwhelming percentage is that the two largest wholesalers buy here.

New York State, of course, is first, with California second and Illinois third. The lowest totals are achieved by the states of Mississippi and Nevada, with \$50.37 and \$15.04 as the respective pretty grand totals. What *The Inner Sanctum* wants to know is how the people waiting for the good news in Reno pass their days.

LARRY HOYT, *The Inner Sanctum's* Leading Traveler, has spent evenings in Larchmont in working out the problems in *How's Your Bridge?* (by LENZ and RENDEL: a book greatly admired by ESSANDESS, and just beginning to be bought in fairly good numbers by the General Public). LARRY has sent copies of the book to some of the leading bridge players who in their spare hours are interested in the selling of books. He has asked each one for his score.

Your Correspondent's suggestion for a bit of good clean fun is for You to get a copy of *How's Your Bridge?* off the shelf (if you don't find one there, that's the psychological time to order some) and to compare the book with some of the responses that have come in. Among the comments:

"My honest rating on problem No. 4 in *How's Your Bridge?* was 90%. If this proves lower than either George Oppenheimer, Alec McKay or Wallis Howe, please raise this rating to 98%. We Cerfs like to finish first. Cordially,
BENNETT A. CERF."

Here's what ALEX McKAY thought of the same problem:

"I took the book home and worked out a hand hurriedly" (was it No. 4?—Ed.) "and made one mistake. My score was 95. I am glad you didn't give me some of the other hands because I found them a little more difficult. At first glance I did not think much of the book, but after having a chance to go over some of the hands, I think Simon and Schuster have another winner. Yours Sincerely,

ALEX McKAY."

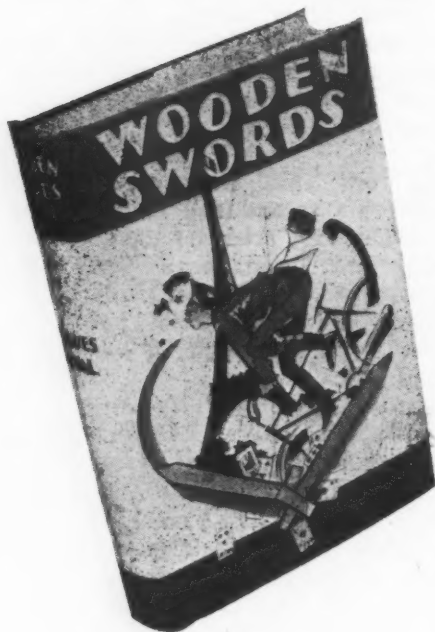
Dear ALEX: We thought we had a winner when we published it. Now we hope that sooner or later others like you will pass on the word that it really teaches you something about bridge and is fun besides.

—ESSANDESS.

WALLIS HOWE, otherwise known as Honest Pete—it was for fellows like him that *How's Your Bridge?* was meant:

"I must be slipping for I turned in a measly 78 on No. 4 in the Lenz-Rendel book. It is a swell idea—both the book and your way of promoting it. Good luck. Faithfully yours,
PETE."

So much for Problem No. 4. Now try it yourself.
—ESSANDESS.



Laugh?

I thought I'd die

What's the funniest story you ever heard? Try to think of it; try to remember how heartily you laughed. We'll guarantee just such uproarious mirth from a reading of **WOODEN SWORDS** by Jacques Deval, which is now the laughing sensation of Paris. Not since Mr. and Mrs. Haddock took their trip abroad has any book shaken these old sides with such vehemence.

It all happened in Paris. The hero of this novel is a toy soldier in the Service of Supplies (S.O.S.) so near-sighted

that he receives his baptism of fire by wandering accidentally over a target range. Despite his great desire to be a hero, he is doomed to fight the Battle of Paris with a broom, a sponge, a wheelbarrow, a spittoon—the deadly weapons of the Behind the Front.

Trust a Frenchman to write this kind of a War book. Very much as Mark Twain might have done it (and with a literary quality that lifts it miles above the "humorous" book) he offers a laughing laxative for the indigestion of war. You personally have met the hero of this book. He's the sort of person that everyone knows—a rather likeable, helpless sort of dub who's always getting into messes. You met him in the army; you see him in your store; he bumps into you on the street. He has large horn-rimmed glasses; he carries packages that are always coming open; he falls in and out of love with amazing rapidity; his name is———(fill it in for yourself).

WOODEN SWORDS will be published on March 15th. Pick up the book and read any two or three pages at random. You'll read more and more and more. Your customers will do likewise.

Send for your advance copy (free of charge) NOW. Reading is believing. You'll discover that one out of fifty million Frenchmen *can* be wrong—consistently and persistently wrong through the funniest saga of mishaps in years.

Translated by Lawrence S. Morris, who did the same for *Jerome*. 2.50

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by JACQUES DEVAL

[2.50]

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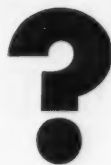
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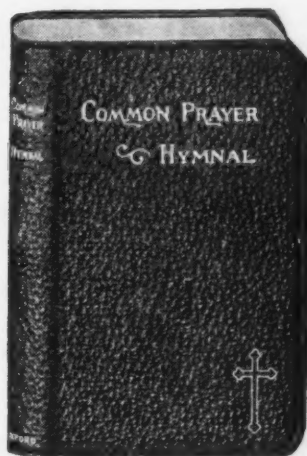
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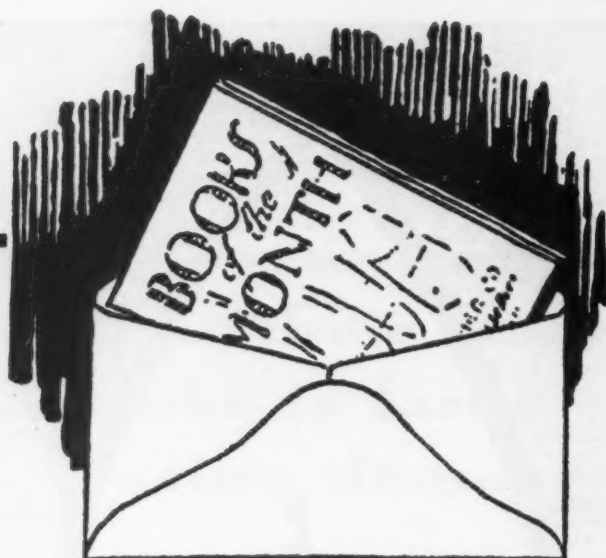
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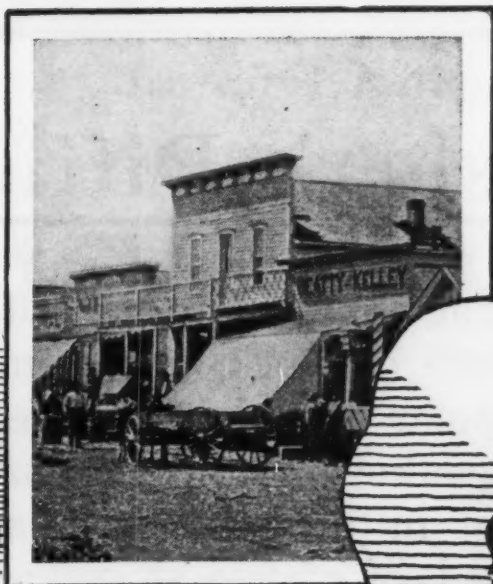
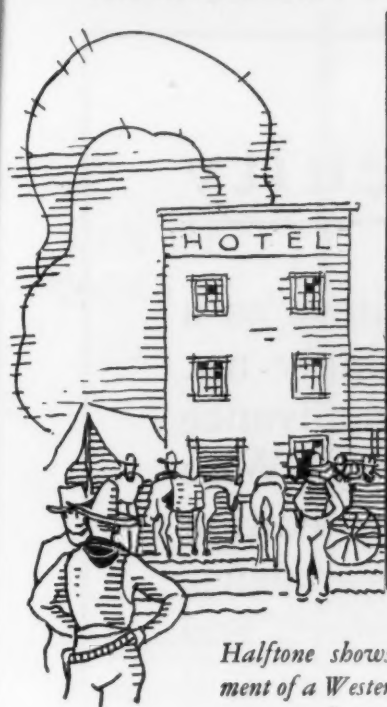
in the high-heeled Texas star boots, the skirts of the Prince Albert billowing behind. You can understand how he would suddenly spring up out of obscurity, torch in hand, to set fire again to the paper until the town, the county, the state were ablaze. You can see how well Sabra knew him when she said, "when Yancey Cravat dies he will be on the front page, and the world will know it."

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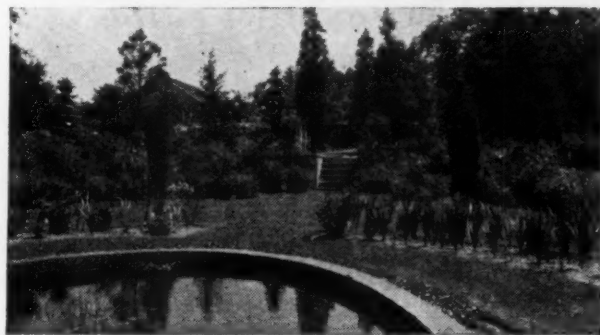
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, FEBRUARY 22, 1930

Selling God in Babylon

Mr. Ferguson, Formerly Head of Doubleday, Doran's Religious Department, and Author of "The Confusion of Tongues," Believes That There is Reward on Earth For the Bookseller Who Makes a Normal, Intelligent Effort to Promote Religious Books on a Sound Commercial Basis

Charles W. Ferguson
of Richard R. Smith, Inc.

IT is the hope of every religious book editor, particularly if he is very young, to get the general trade shrewdly interested in religious books. Naturally the hope grows more feeble as the years pass and finally changes into a vicious cynicism altogether unbecoming to a religious book editor. But hope springs eternal in the book editor's breast at least, and all of us who now have long white beards and watery eyes filled with futile memories still seek by occasional forays to recapture the illusion we had that the general trade can be led to give books on the Apostle Paul the same attention they give books on the sex life of Peggy Hopkins Joyce. We multigraph courteous letters full of the same spiffy adjectives our profane brothers use, but all in vain. The Trade regards us with icy forbearance and goes right on selling Richard Halliburton.

This, I confess, still depresses and embarrasses me. For, like all big-hearted publishers, I have the interest of the bookseller at heart. I believe with the fervor of a salesman that there is money in religious books, just as there is money in stories of crime and stories of sex. I say this tremulously, for I am aware that even the most agnostic bookseller will wince at a talking-point so crass. But, man to man,

and on the only basis worth considering, I repeat that there is reward on earth for some bookseller or group of booksellers who will take religious books seriously and make a normal, intelligent effort to handle them on a sound, commercial basis.

Understand, from the point of view of those who publish religious books, it makes no great difference whether the general stores handle their stuff or not. There are established religious outlets which every publisher of any experience knows how to cultivate. Nonetheless, in generosity of spirit, I want to pass out here a few suggestion just as I would pass out cigars.

American people do not spend all their time at bridge. Though it comes often as a shock to the daughters of modern Babylon, there are religious people left in the Republic. Statistically, half of our population is religious by profession and is, I venture to say, interested in books which deal either fervently or condescendingly with religion. Beyond this is a great crowd of unwashed who are interested academically in some aspect of religion. Religion simply forms a good part of the picture of current life and the canny bookseller will take this fact into account. Not only is this true, but I have the feeling that irreligion is attractive only against a

background of religion and that the next few years may draw religion back into the public gaze simply because folks are weary of hearing novelists dare God to strike them dead. Anyway, if I were selling produce in a large community, I would grow some onions and some artichokes and some spinach; for, all satire to the contrary notwithstanding, many people do eat spinach.

I often hear urged the irrelevant objection that religious books are full of piffle. What of it, when books on philosophy, self-improvement, the care and feeding of dogs, and contract bridge are open to the same criticism? If the bookseller is to clear his shelves of piffle, he will be in a sad way, and publishers of religious books will suffer less than the rest from the returns for credit. I don't know why it is that a bookseller will think he has to be an apostle to sell religious books. Certainly he does not look upon himself as a gangster because he sells Edgar Wallace. Without any doubt, many managers of bookstores cheat themselves out of sales because they are afraid the village atheist will think them pious for giving prominent display to works of grace. Whether religious books are piffle is not within the province of this article. God knows they are no nearer pishposh than those books which offer to achieve for the reader cultural poise in two hundred pages of twelve-point type on a two-point lead.

Now, religious books have changed incredibly during the past decade. The black line of demarcation between saint and sinner has faded, and with it has gone the disparity which once prevailed between books of the Church and books of the world. Religious books today are for the most part intelligent discussions of factors which concern all of us. The clerics have learned to write. They are deft at popularizing and they speak the language of the people. Bishops now read novels, even if novelists do not go to hear bishops. There is between religion and irreligion today an interplay which has given a decidedly new lustre to religious books. Whatever the theological implications of this fact may be, the message to the book dealer is clear: He will find in the religious book of this hour a legible imagina-

tive piece of work which he can sell.

Religious books, it seems to me, have been needlessly outlawed. There is an indistinguishable shade of difference between, say, "A Preface to Morals" and Dwight Bradley's "The Recovery of Religion." The first book happens to have been written by an editor of renown and the latter by a clergyman. It's the same old story: Henry Ford on automobiles isn't news and Henry Ford on history is. We pant for the bizarre and look askance and with favor and disfavor upon a man who is prosaic enough to write what he is qualified to write. All of which forms an amusing commentary on our reading habits, but doesn't alter the fact that religious books of today written by intelligent clergymen are precisely the kind of books which the public is buying from the pen of Eddington and others. Swap the jackets, and no one would be the worse. From the point of view of general trade sale there is nothing wrong with Bell's "Beyond Agnosticism," except that it was written by a man competent to write it in an age drunk on news and offered to a generation which has not forgiven the late Jonathan Edwards. And I really see no hope of retaliation unless it is to persuade Bishop Manning to do a book on the philosophic implications of the habits of molecules.

I close with an impertinent suggestion: Let any given book dealer during any given month take down his table devoted to biography and keep biography out of his window. Then let him watch his sale. What I am trying to prove is the converse of something. I believe that if the same attention given to religious books was accorded to books of biography, say, the result would be practically the same. I am not sure, but I should be curious about a practical test. If some good brother will only step forward and make a genuine effort, through display and careful personal attention, to see whether or not religious books would sell along with other stuff, publishers of religious books would gladly abide by the result. If they didn't sell, no one would be the worse; if they did, publishers couldn't kick, and general bookstores might find another source of revenue.

Selling Religious Books

Once Upon A Time All Books Were Religious Books, But Now Nearly Every Publishing House Has A Special Salesman To Handle Its Religious Line—And Religious Books Are Handled More and More By Stores Devoted To Them

Dorothea Lawrance Mann

ONCE we need only have said selling books, since all books were religious books. This is an important fact to bear in mind that nearly everywhere man expressed his first need of books by making religious books. The first books men ever dreamed of buying were religious books. They bought them in order that their departed souls might be helped on the mysterious journey all men are obliged to undertake at some time. It is quite within the limits of possibility that man's purpose in buying religious books has never truly changed. The first booksellers were quite certainly priests of the temples of Egypt and their authority made the disposal of their books a simple matter. Yet even today booksellers admit frankly that when a clergyman undertakes to boost a religious book into large sales, he is usually quite successful.

The question of religious books cannot be discussed without taking into consideration for what the religious book stands. The immense popularity of such a book as John Rathbone Oliver's "Four Square" or Basil King's "The Conquest of Fear" gives us a key. The religious book is not bought for diversion but as something which will make life easier and more comprehensible. Men do not attempt sports without some expert instruction, and the man of the present day wants some help in the problems of living from his religious books. This also is the appeal of all the books of the esoteric creeds which have to be considered as a branch of religious books. The problems of theology have ceased to concern men vitally so that books of theology are no longer popular. The problem of how to adjust oneself to existence remains, and until man lives in a world where he is perfectly

happy and satisfied, it is likely to remain. The religious book which fulfils this purpose seldom lacks of a sale. The more deeply one looks into the matter the clearer it becomes that there is never a moment when the right sort of religious books may not achieve sudden and astounding popularity such as Bruce Barton's books attained. There is also probably never a moment when a really good religious novel would not have a big sale. The fact that many weak religious novels fail affects the issue not at all. It is easy to pick out a number of novels at any time whose success has been due to this element in them. We never really needed Mr. Shaw to convince us that religion was one of the two outstanding interests in life.

One of the important changes of the present day is in the broadening of the interpretation of what a religious book is. The old idea that a book of theology was synonymous with a book of religion has passed out of current usage. There is, however, getting to be an astonishingly large number of books which you would call religious or not, according to your type of mind. What one man calls philosophy or ethics another calls religion. It is even true today that what some men call science others call religion. The world has changed very greatly in the last fifty years and in nothing more than in the realm of thought.

A very important change in religious bookselling today has come from the fact that the religious book as such is passing out of the general bookstore. The Old Corner Book Store is fairly unique in that it contains a complete religious department in the midst of a general bookstore. It has always specialized in the Episcopal

trade and sells more prayerbooks and hymnals than the rest of New England combined. It carries, however, the religious books of all the other creeds as well. Nor does it confine itself wholly to the Christian religion. Most general bookstores limit themselves to religious books which are of general interest—the best sellers of the religious department. And these books are of such importance that the Old Corner would be likely to carry them in its other departments as well as in the religious department. The Pilgrim Press on the other hand shows the opposite reaction since it is a store which is primarily a religious bookstore, carrying a limited assortment of general books. As a rule the general bookseller's attitude toward religious books seems to be that he has no real prejudice against them, provided they will sell! There are certain successes which are sure to be found in nearly any bookstore.

One very significant change appears to-day. Nearly every publishing house has a special salesman to handle its religious line. This implies two facts certainly. First that it has been recognized that there is at least some danger of the religious line not getting satisfactory treatment when it is handled in conjunction with the general line. It implies at the same time that the religious line must be reasonably profitable to merit its having a special salesman. It is also worthy of note that while the buying for all three of the stores of the Old Corner Book Store is handled together, the buying of their religious books is handled separately from the buying of the other lines of books. All these things point to the reason why religious books are being handled more and more by stores devoted to them instead of by general bookstores. To be marketed successfully religious books apparently need people whose special concern they are. Unless a general bookstore is ready to devote that individual treatment to them, they evidently are a good deal of a liability.

All this seems especially true in the case of Catholic books. Only those Catholic books which have a broad general interest are likely to be found in any general bookstore. General publishers like Macmillan who also make a specialty of a Catholic

line, have some store in each city to which they sell their Catholic books. These are frequently not bookstores but stores which make a specialty of carrying Catholic books. Of course, writers like Chesterton and Belloc can write on as frankly Catholic subjects as they choose and their books will always be read by their own large public. If it is true that a Protestant clergyman can make the success of a book by recommending it, it is much truer that when the Catholic Church does wish to sell a book it is done thoroughly.

The Old Corner Book Store always gives one of the prominent places in the store to its religious department. It has always had a position at the entrance of the store and its books have always had a good share of window display. Indeed, window display and the recommendations of clergymen are the chief promotion methods in the sale of its religious books. There are very few Episcopal books on which the Old Corner loses money. In the case of the books of other denominations it has of course to compete with bookstores of the other denominations. Another source of competition comes from the fact that there is a present tendency among certain clergymen to sell their own books, thus automatically stopping most of the sale of the book in bookstores. One fact the Old Corner notes especially in the sale of religious books is that the personal following of the author counts for a great deal. Boston seems always to have been a city of many writing clergymen. Men like Bishop Lawrence and Dr. Gordon have always had a large personal following which could be relied upon to buy their books largely. Bishop Fiske is another writer whose books can always be counted upon to sell in this same manner.

It is interesting to observe that the methods of stocking religious books do not differ greatly from those of stocking fiction. While there are many religious books which the Old Corner buys in very small quantities, they would probably buy as many as twenty-five copies of a book by Bishop Fiske and as many as two hundred and fifty of a Bruce Barton book. They sold about fifty copies of "If I Could Preach But Once." Moreover they import a good many religious books and some of these, notably those by Studdart-Ken-

nedy are very popular. Dr. Worcester's book, "The Allies of Religion," is another.

It is always a little difficult to say just where the dividing line should come on religious books. The lives of Bishop Lawrence and Dr. Gordon for instance were interesting to very large numbers of persons who ordinarily do not buy religious books. Naturally these were among the books which the Old Corner Book Store carried in both departments. It is also hard to draw the line in the matter of philosophy and ethics or books of inspiration. The inspirational books of Basil King and Ralph Waldo Trine continue to sell in tremendously large numbers. Abbé Dimnet's books sell largely. The books of Russell Conwell and Orison Swett Marden sell beyond belief. Nearly anything which L. Adams Beck writes, sells well. Books of Yogi philosophy are exceedingly good sellers. "Process and Reality" by Alfred N. Whitehead sold very well. Those books by E. Stanley Jones, "The Christ of the Indian Road" and "The Christ of Every Road" are continually among the bright spots of the religious department.

Something can be told about the management of religious books by dividing them into their obvious classifications. Looking over the shelves or over publishers' lists it is easy to pick out certain types of books which you feel very certain are published at the expense of the author or his friends, and whose sale will be limited to about the same group. There is another type of religious book, among which we should place Bishop Gore's "A New Commentary on the Holy Scripture" which is certain of a good, steady and continued sale, because it is a book needed as a reference book by clergymen and students. There is beside this that other type of book which does supply inspiration and help and among which most of the religious best sellers are to be found. There is this about a religious best seller, its sale is usually for a longer period than that of the average fiction best seller. One recalls the extraordinary success of books like Papini's "Life of Christ" or Lewis Browne's "This Believing World." One of the best selling books on the Scribner list today is a life of Christ published in December, 1928. Moreover quite a num-

ber of religious books have a steady sale, year in and year out. While a novel usually has to make its way immediately or fail, the seasonal activity of religious books is not nearly so marked.

One point about religious books can scarcely be ignored. They are capable of stirring deeper enmity than most types of books. Novels may be censured but it is practically impossible to imagine a novel arousing such heated comment or such a concerted attack as was aroused by the Dakin book on Mrs. Eddy. That page in book history is one which could not well have been written in the case of any other type of book, but it proves that the fires which blazed into religious persecutions in the past are never very far from the surface.

We hear many discouraging things said about the sale of religious books. One bookstore admitted that recently at a sale it disposed of fourteen hundred dollars' worth of religious books for less than fifty dollars. Richard F. Fuller once said, "religious books can die an awful death!" There is, however, something to be said for the other side of the picture. The *Federal Council Bulletin* reports that America is certainly reading religious books. Out of all the books published in the United States in 1928, 1,135 titles were fiction and 776 were religious books.* Religion stood ahead of biography, juveniles, history, sociology and economics, poetry and drama, ahead of everything except fiction. In 1928 there were 766 religious titles published; in 1920, 665, in 1900, 448, and in 1880, 239. As recently as 1900 religious books stood sixth on the list and in 1928 they stood second.

Equally significant seems the new tendency to treat religious books as a line by themselves. Most publishing houses which carry religious books have a separate department for them, and many of them get out separate catalogs. There are special salesmen for religious books and there are rapidly coming to be special bookstores for them instead of general bookstores which carry them. All this specialization can scarcely imply that the religious book business is without profit!

* [The 1929 figures are now available and show a slight change. Religion now takes third place. Fiction 1,340; Juveniles 788; Religion 742. These are new titles. Ed.]

English Booktrade News

From Our London Correspondent

Women and Sex Books

A WRITER in a morning paper ventures the following statement: "Women like sex books. They hunger for romance. They are striving to break the narrow bonds of the home, and modern novels are written for them." It is a statement that should be verified, because we do not for a moment hold the opinion that "Women like sex books," to the exclusion of any others, as the statement would suggest. All of us care for "good romance," and the story which has a true relation to real life may be ever sure of success. As a matter of fact, booksellers will tell us that there is not much demand for the sex story. The German war book is still in evidence and there seems to be a larger interest in the English war novel. The most important of the latter section of new novels is H. M. Tomlinson's "All Our Yesterdays," which is being read and bought widely.

Philip Allan & Co.'s New Director

A. D. Marks, whom we have known for a great many years, has recently become a director of Philip Allan & Co. Mr. Marks has had a long experience of publishing in all its branches. For many years he was associated with Fischer Unwin, who is now in retirement, and afterwards Mr. Marks became a director of Ernest Benn, Ltd.

Some Best Sellers

"All Our Yesterdays." H. M. Tomlinson.
 "Two Wives." George Cornwallis-West.
 "Her Privates We." "Private 19022."
 "Fugitive's Return." Susan Glaspell.
 "A Farewell to Arms." Ernest Hemingway.
 "Another Day." Jeffrey Farnol.
 "Gallipoli Memories." Compton Mackenzie.
 "Good-Bye to all That." Robert Graves.
 "Captain Scott." Stephen Gwynn.

"The Riddle of Russia." Ellis Ashmead Bartlett.

"A Room of One's Own." Virginia Woolf.

New Benn Director

The addition to the board of directors of Benn Brothers, Limited, of Miss F. Robinson and Mr. F. E. Hamer is an interesting event. A woman member of the staff joins the board—the first time that the signal honor of a seat on the directorate has been conferred upon one of her sex. The traditional policy is continued of appointing directors working in the business (of which the board is entirely composed) and a still larger proportion of its members now consist of those who have grown up with the business. Miss Robinson has been for a long period secretary to Sir Ernest Benn, the chairman of the company, and staff manager, while Mr. Hamer edits *The Chemical Age*.

Russia and Books

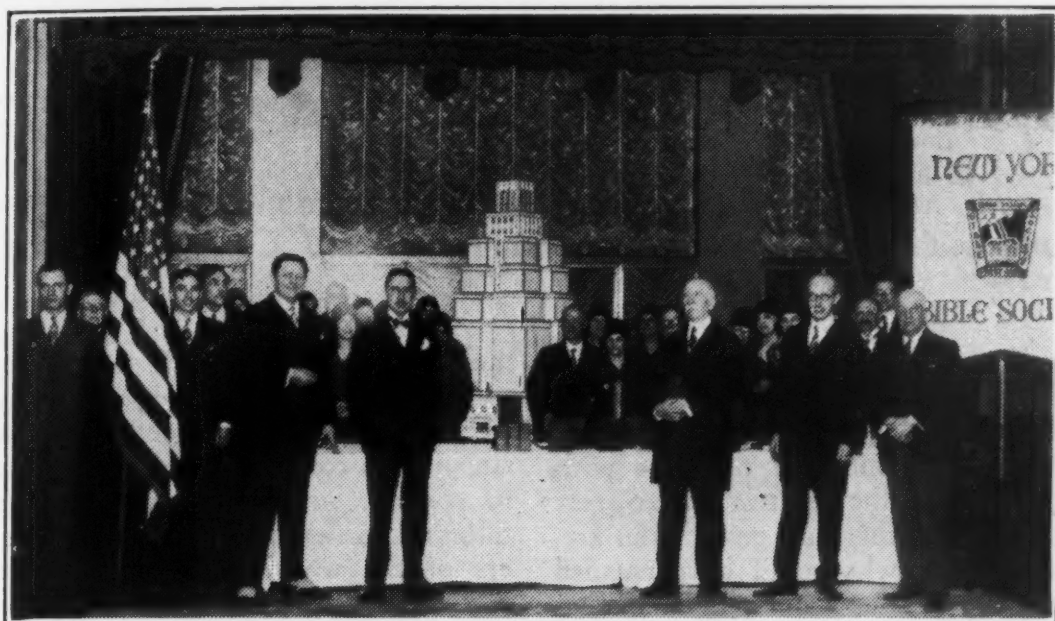
Fact not fiction is demanded in a manifesto issued by a group of Soviet writers. Fancy and fiction they say belong to a dying era. Romantic inventions, in prose or poetry, appeal only to petit bourgeois minds. The new times call for the stern "truth of life," the solid "literature of fact," instead of romance.

Welsh Books Exhibition

There is being organized an exhibition of Welsh books, published either in Wales or in England of educational as well as general character. During the exhibition talks will be given on books published by famous Welsh printers and publishers.

1929 Output

Many experts expected that the number of books published in 1929 would far exceed the total of 1928. But such was not the case. Actually, there were 265 fewer.



On January 12 the New York Bible Society presented 2,500 Bibles to the world's largest hotel, The New Yorker. John C. West, President of the Society, is third from the right

Sale of the New Prayer Book

THE unexpected general demand for the new "Book of Common Prayer" has been almost continually keeping the popular editions out of print since a few days after publication last October. In the *Publishers' Weekly* for October 5, 1929, the changes as adopted by the Church were reviewed in detail, and it was pointed out that these changes would necessitate the universal use of the new book, but the sale outside the churches and to the clergy has been far above any prediction.

In interviewing both the publishers and booksellers the *Publishers' Weekly* has found the opinion expressed that the demand of the Easter trade will greatly exceed the holiday business and will see the peak of the sale. The Edwin S. Gorham Company of New York, which is the largest publishers' outlet, is not only planning for the height of the market between now and Easter but expects the next holiday sale at least to equal 1929, and the heavy demand to continue for three years.

Publishers estimated the possible market for the Prayer Book at 2,000,000 copies, a million of which would go into churches as pew copies. To date one million copies have been sold, chiefly to the churches, in-

dicating that the booksellers' market is hardly touched. With universal use in the churches the layman is continually reminded of the new books, and the public demand is given great impetus which can now be met by the publishers who are catching up with their stocks. All of the publishers and booksellers interviewed reported that the \$5.00 to \$8.00 books are in greatest demand and that the average price of all books sold lies some place within this range. With a million copies yet to be sold and the public buying \$5.00 to \$8.00 editions the booksellers of the United States will sell millions of dollars' worth of Prayer Books before January 1, 1931.

Among the interesting features in the sale of the new book has been the popularity of the colored bindings which were introduced experimentally with the new editions. Various styles are furnished in a variety of leathers in red, several shades of blue, purple, tangerine and green. The end-papers are of matched shades and the edges are stained under the gold in the same color. The colored leathers have been outselling the traditional black, and the demand for Easter gift editions should make this feature even more popular.

A Lenten Bookshelf for Moderns

From an Interview With Dr. Chauncey J. Hawkins, An Intellectual Among Religious Writers, Our Correspondent Compiles a List of Modern Books For Lenten Reading

IN this modern age when curious readers have begun with Outlines of Everything—history, art, philosophy, science and then filled in the gaps with biographies of all the great and near-great and not-so-great, there are many who are, and many more who could be persuaded to be, equally curious about religion. What books can you recommend to those who come into your store and want religious books which are written out of present-day thinking? Ruth Brown Park interviewed Dr. Chauncey J. Hawkins for the *Publishers' Weekly* and asked him to recommend a dozen books for Lenten reading in this field. Dr. Hawkins is Pastor of the First Congregational Church of San Francisco and one of the outstanding clergymen on the Pacific Coast.

Born in California, he was graduated from Yale in 1899. He was for a number of years pastor of various New England churches. Now in San Francisco, thousands of people from all over the world come to listen to what they term "a sound modern preacher." Dr. Hawkins is the author of a small but very provocative book, published last year by *Macmillan* called "Do The Churches Dare?" In it he makes this characteristic comment:

"We are not living in the first century of the Christian era; we cannot go backward. It is immaterial to us what Jesus taught, unless what he taught can be fitted into our world of the twentieth century. Before we can take Him in earnest, we must be certain we live in a world where it is wise to take Him in earnest."

Then he goes on to say:

"The scholars of religion have been so concerned to discover what occurred hundreds of years ago that they have given little attention to what is happening today. They have been drilled in Old Testament and New Testament introduction

and theology, but have given little thought to present-day biology, physics and chemistry. As a result, multitudes are not even stopping to consult the Church to discover its opinion, but are passing it with a tantalizing indifference as they go to the leaders of the world of secular science and philosophy to learn what these leaders of thought have to say about the real problems of life. The historical critics are left to one side, twirling their thumbs, while men and women rush to purchase the newest book on religion which has been written by some man outside the Church who has had his training in some field of the sciences."

Our correspondent asked Dr. Hawkins to suggest books for Lenten reading. Dr. Hawkins proposed certain books that have helped him in his own research for a true Religious Platform—certainly books which any conscientious bookseller might recommend. "The Present Crisis in Religion," by W. E. Orchard, *Harper's*, will interest searching laymen because of its liberal viewpoint. Mr. Orchard is an English clergyman, who believes in the union of Christianity, and proves this by holding Mass in his own Congregational Church.

Then, Charles Ellwood's book, "Man's Social Destiny," *Cokesbury Press*, should be studied carefully. Mr. Ellwood, gifted professor of the social sciences at Duke University, pierces the usual pessimistic attitude of the social science scholar and gives a wide play to optimism in his book. "The Creator Spirit" by Charles E. Raven, *Harvard*, deals with modern science, carrying it out from clear cold facts into the realm of the spiritual. The University of Chicago has a professor, Henry Wiemans, who has written a book published by *Macmillan*, "Methods of Religious Living." This gives a workable plan for constructive modern living. If the bookseller is confronted by a customer desiring

a clear exposition of Mysticism, "Reality" by Burnett Streeter, *Macmillan*, will be an excellent book to suggest. Then along this same line of thought, "New Studies in Mystical Religion," by Rufus M. Jones, Professor of Philosophy at Haverford College, will be a helpful suggestion. *Macmillan* publishes this book. Then, according to Dr. Hawkins, no one could afford to overlook John Dewey's "Quest for Certainty," *Minton, Balch*, in which a new "tackling" of the theory of knowledge is undertaken. Whitehead's "Process and Reality," *Macmillan*, must be considered also—a clear, brilliantly conceived book.

Arthur Stanley Eddington has two books of moment, "The Nature of this Physical World," *Macmillan*, and "Science and the Unseen World," *Macmillan*.

These will form a nucleus for a substantial religious reading program for any thinking individual. From these, as a basis, other lines of research can extend, embracing more exhaustively the philosophic, sociologic and mystic fields. A bookseller knows his reliable publisher; a layman is fast learning his. With proper classification, a whole course of sound religious reading could be mapped out for people who are interested.

Religious Book Advertising

This a Section of a Paper Read Before the Religious Book Group at the Boston Booksellers' Convention, 1929

Peter Stam, Jr.

Religious Press Association, Philadelphia

A STUDY of current religious book advertisements reveals a wide variety of style and treatment. For the most part, the advertising is of the conservative "list" type, as religious book publishers in general seem to be of the opinion that books of this nature do not often warrant individual promotion, except of course through circulars and letters. Striking exceptions to this, however, with exploitation of single titles from unusual angles, reveal possibilities indicating that more books in this class may profitably be featured by themselves.

Generalizing in one other respect, it may be noted that the religious book advertising of the leading publishers is largely of a matter-of-fact nature. People interested in religious books are thinking people; instead of letting themselves be carried away by exaggerated claims or just ordinary blurbs, they look for a concise description of the nature and contents of a book, and as many of these folks are actively engaged in some form of Christian work they welcome also information as to how any book may be of *service* to them. However, a testimonial from some promi-

nent figure is frequently added to inspire confidence in the publisher's statement regarding any title.

In order to make more specific suggestions as to what constitutes the most effective publicity for religious books (limiting this to mass publicity—through the newspapers, magazines and other periodicals), I asked some twenty publishers, as well as a number of book dealers, what they had found to be their best pulling advertisement, or type of advertisement—and why.

The result, as already intimated, was like that of the survey on "Laymen's Interests in Religious Books," reported by Gilbert Loveland of Henry Holt & Co., in the Religious Book Number of the *Publishers' Weekly*, February 16, 1929—"the answers I got don't focus on any one large spot; they diffuse into forty-two little spots."

Well, here's the report:

Thomas Nelson and Sons, Bible publishers, after experimenting with "human interest" pictorial copy have largely returned to the "reason-why" style of copy, —many of their advertisements are headed,



DOLLAR Books for Great Preaching HOW They Are Made for a DOLLAR

By printing large editions
and by selecting only those
books bearing strongest
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TALKS AND

Three of the Four Most A
... and Authentic Bible M
Were Used for the First Time in Preparing



THE OLDEST three manus-
cript—*the Sinaiticus, Vati-*
dian—which were available to
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This book by the Headmaster of the Stony Brook School affords a background and framework of guiding principles that will prove an invaluable aid both to the general reader and to the careful student of Scripture. Mr. Gaebelin's treatment of his vital subject is marked by sanity and restraint; the style is positive but not dogmatic. The book ought to satisfy those who demand brains and fearless thinking and scholarly familiarity with all that the most "modern" mind can offer; and those who demand reverent Christian faith, full familiarity with the deepest meanings of the Scriptures, and an intelligent acceptance of the Bible as the Word of God. \$1.50

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text. Consequently the American Stand-
the original much more accurately than wa
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nizing the merits of the American Stand-
meet the demands of churches and Sunday
ciety amended its constitution so that it
American Standard Bible as well.

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Here is an op-
portunity to in-
crease your un-
derstanding of
the Bible, by
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liest original
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brew manu-
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Address

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The Oxford Univer-
Press has featured its
large pile of Bibles for
every individual need,
and in connection with
their Scofield Reference
Bibles have frequently
headed their announce-
ments by some challeng-
ing or puzzling question
—the answer to be found
in a Scofield Bible.

Both Oxford and Nel-
son have recently been
supplementing such ad-
vertising by small, double
column cards, boldly fea-
turing the firm name.

Fleming H. Revell &
Co., likewise make a point
of stressing their imprint
and the term "Revell
Books" in much of their
advertising. The Cokes-
bury Press of Nashville
have featured their im-
print in other novel ways.

Charles W. Ferguson
of the Religious Book
Department of Double-
day, Doran (now with
Richard Smith, Inc.—
Mr. Ferguson and the
books as well)—reported
that they had found the
price appeal most effec-
tive, so that their new
dollar line has had an im-
mense sale. (This was
likewise reported for
Revell's dollar line).
Their advertising has
been marked by a choice
of bold striking type dis-
play, careful arrange-
ment, and a liberal use
of white space.

Macmillan religious ad-
vertising has been of the
"quiet" type, placing be-
fore the reader a clear de-
scription of the contents

"More Reasons why you will prefer a
Nelson Bible." Some years ago, the ad-
vertising of a Bible contest also brought in
a considerably large number of returns.

of the various titles.


This point was also stressed by Mr.
Loveland of Henry Holt & Co., who
valued the descriptive type of copy as far

superior to the evaluating, flowery type. In connection with the descriptions, Mr. Loveland thought the title of the book itself to be of prime importance, together with the author's name and standing, and a testimonial in the shape of a careful estimate from some authority. Mr. Loveland had a hope that the "Simon & Schuster" style of advertising, boldly playing up one title, might work increasingly for certain leaders among the religious books, as there are too many titles and thus too much sales resistance to make list advertising of much effect—though often it is the only thing that can be done.

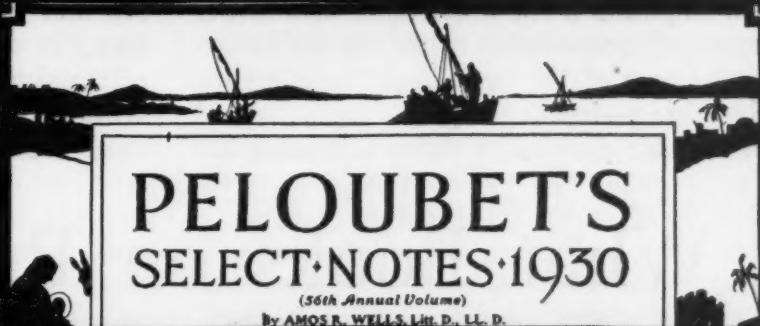
A. E. Wilde & Co., of Boston have been surrounding their list advertising by striking pictorial borders—line drawings or silhouettes of Bible scenes which have attracted a great deal of favorable attention.

In the field of advertising by the book dealers themselves, I found that what little there is of this in the religious field was either of the seasonal variety—stressing books for Lenten reading, for example; or featuring some local authors, or tying up with some outstanding event in the religious world. Certain striking book cards are well-known as for instance, Jacobs for books in Philadelphia, and Theodore Schulte's well-known little inch advertisement for second-hand theological books. (The value of such a card regularly appearing in many periodicals was strikingly illustrated last year when one of our publications was featuring a special series of articles on Christian Evidences in which

were mentioned a considerable number of titles marked out of print. There was no mention of Mr. Schulte's bookstore in connection with any of the articles, yet he quickly received many requests for the titles listed, from all parts of the country. People had simply remembered "Schulte's



At all booksellers, or from the publishers
OXFORD UNIVERSITY PRESS, 114 FIFTH AVENUE, NEW YORK



PELOUBET'S SELECT NOTES 1930

(56th Annual Volume)
By AMOS R. WELLS, Litt. D., LL. D.

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Was man "created" or "evolved"? How do we know the Bible is inspired? What are the great mysteries of the Bible? Does consciousness continue between death and the resurrection? What the Bible teaches on these and many other equally vital subjects is clearly stated in the helps found in

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Over 500,000 people now find new interest in the Bible through the use of the valuable features in this edition. All its valuable helps are on the pages right under the texts to which they refer. Printed in two sizes of type and available in many styles of binding. Authorized version in the text, with revised marginal readings.

HELPS ON THE PAGES WHERE NEEDED

Handy Size,
Specimen

The New and Old
by one who has to

14 And the
flesh, and dwel
beheld his glor

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By DR. JOHN TIMOTHY
From 75 personal experiences Dr. Stone
inspiration and blessing of life \$1.50 per

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Treats Every Side of Local
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"Read Leach and learn how!"—Christian Century.

COKEBURY PRESS



REVELL

NEW SPRING ISSUES

A Million and a Half "Quiet Talks" Sold

for second-hand theological books.")

Many of the denominational houses as well as individual periodicals also carry advertising under their own imprint in their own magazines,—largely of the list or service type.

Mr. Kornbau of the John C. Winston Co., emphasized the importance of a larger degree of cooperation with the publishers on the part of the periodicals carrying the advertising—better display, more regard for suitable position, a closer following out

of instruction, and if possible, a closer tie-up with the booksellers of the country that they may be better aware of the publishers' efforts to create sales for them. The Religious Press Association has been following out this idea during the past year by the issuance of a booklet containing reprints of the leading publishers' advertising in their periodicals, with appropriate editorial material, this booklet being sent with explanatory letter to about a thousand booksellers throughout the country.

What Books on Religion Do People Read?

Samuel McCrea Cayert

General Secretary of the Federal Council of the Churches of Christ in America

THE day when "religious folks" were characterized by a smug piety more than by an intellectual alertness and a spiritual quest (if there ever was such a day) appears to be passing. Certainly the notion that people who are interested in religion do not *read* has been relegated to the limbo of exploded ideas. According to figures recently presented in the *Publishers' Weekly*, more new books classified under "religion" were published in 1929 than under any other classification except "fiction" and "juveniles." As a subject commanding the attention of the reading public—as measured by the number of new titles issued—religion stood ahead of poetry and drama, ahead of biography, ahead of science, ahead of sociology, of every other adult interest except the novel.

Indeed, the amazing popularity of books that deal with religious questions in a fresh and unconventional way indicates that religion is not to be regarded as the concern of a certain selected group—like preachers and officers of ladies' aid societies—so much as a well-nigh universal human interest. The fact that thousands of people who seldom, if ever, go to church will avidly read a book like Walter Lippmann's "Preface to Morals" (*Macmillan*) may not mean that they share in the prevailing theologies, but it certainly reveals an ineradicable interest

in the great issues of human life and destiny with which "high religion" has to do.

Another fact of more than passing moment is that "religious" people (in the sense of those who readily describe themselves as such) are no longer perusing merely the books that tend to bolster up their traditional views. Even so hypercritical a treatise, from the standpoint of "modernism" and "fundamentalism" alike, as Harry Elmer Barnes' "The Twilight of Christianity" (*Vanguard Press*) has been the subject of widespread discussion within church groups. Not many volumes have occasioned such extended reviews and discussion in the religious press in the last six months. It goes without saying that the general point of view about Professor Barnes' volume in religious circles is one of decided dissent; the point of significance, however, is that it has received intelligent and careful attention.

Comprehensive and authoritative statistics as to the volumes which have secured the largest reading by those interested in religion are doubtless outside the realm of possibility. If they were available, they might prove very surprising; perhaps detective stories would top the list! (At any rate, we saw one of the best-known clergymen of America purchasing three de-

tective stories at once in a bookstore a few days ago). The experience of the Religious Book Club, however, may shed a partial light on one phase of the question, indicating how certain major volumes on various aspects of religion appeal to the several thousand men and women to whom religion is so vital a concern that they purchase, on the average, at least one serious book on the subject each month.

The following comments are based on the records of the Religious Book Club for the past year, having to do with the twelve volumes, published in 1929, for which there was the largest demand from its members. A word of caution about the interpretation of the figures is in order; they are not to be taken as necessarily suggesting an overwhelming interest in the particular subject-matter, for in some cases the popularity may have been due more to the reputation of the author. In most cases, a happy combination of the two factors was probably responsible for the result.

However that may be, the fact is that the 1929 volume which proved most popular among the members of the Religious Book Club was one dealing not with any of the philosophical or social problems of religion, but rather with the personal inner life and the ways of making religion produce actual observable results in the experience of the individual. This was Henry Nelson Wieman's "Methods of Private Religious Living" (*Macmillan*). The percentage of substitution for this volume was the lowest of the year, being only slightly in excess of seven percent.

Next in general acceptability were books discussing the personality of Jesus or His significance for the thinking of today. John Baillie's "The Place of Christ in Modern Christianity" (*Scribner*) showed only a nine percent substitution and Friedrich Rittelmeyer's "Behold the Man" (*Macmillan*) ten percent.

Third in the quality of their appeal were the books that treated the meaning of religion for social life and human relationships. Kirby Page's "Jesus or Christianity" (*Doubleday, Doran*), which drew a contrast between the social idealism of Jesus and the indifference of organized Christianity at many periods to movements of social justice, was taken by all but

eleven and one-half percent of the members; and Charles A. Ellwood's "Man's Social Destiny" (*Cokesbury Press*) by all but twelve percent.

Next came the one volume dealing with the relation of religion to modern educational ideals, George A. Coe's "What Is Christian Education?" (*Scribner*) for which there was a fifteen percent substitution.

Following this was a discussion of religious philosophy and theology, Bernard Iddings Bell's "Beyond Agnosticism," (*Harper*) in which sixteen percent of the members of the Religious Book Club were less interested than in other subjects offered as alternative selections.

The bearing of Christian principles upon modern economic and industrial problems, while a burning issue for many, failed to interest seventeen percent of the members, so far as the record of the fortunes of Harry F. Ward's "Our Economic Morality and the Ethic of Jesus" (*Macmillan*) may be taken as a fair guide.

Somewhat surprisingly, the volume which dealt with modern scholarship about the Bible was less widely desired than books in several other fields, the substitution on Trattner's "Unravelling the Book of Books" (*Scribner*) being nearly eighteen percent. When it is realized, however, that the author is a Jewish rabbi, while the great majority of the members of the Religious Book Club are Protestant Christians, perhaps it is even more surprising that so many wanted the book.

Two books in the field of Christian history, Chester C. McCown's "The Genesis of the Social Gospel" (*Knopf*) and Canon Streeter's "The Primitive Church" (*Macmillan*) had a substitution of twenty-one percent and twenty-two percent respectively. That the substitution was not larger is, on the whole, an encouraging sign, in view of the fact that both are volumes of technical scholarship rather than popularly written treatises.

The one biography offered as a primary selection during 1929, Arnold Lunn's "John Wesley" (*Dial Press*) was passed over by about twenty-three percent, due at least in part to the fact that it had to share honors with two other lives of Wesley that had appeared only a few months earlier.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER

Subscription, United States \$5; Foreign \$6; 15 cents a copy

62 West 45th St., New York City

February 22, 1930

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Sale of Religious Books

THE early spring months will always be a time for special activity in the sale of religious books, but, as with the sale of children's books, which have always been so heavily concentrated on Christmas, the publishers and leaders in the religious world are naturally anxious to spread the interest around the year. That it is one of the most active fields of American publishing is annually indicated by the statistics of American publishing, in which religious books immediately follow fiction and children's books in the number of titles.

That religious books have possibilities of large popular sale has often been evidenced, but there are special characteristics of the market that make it difficult for the publishers to plan just how to reach that market, and these difficulties have not decreased in recent years. The four major outlets are the sale through general bookstores, the sale through special denominational bookstores, the sale in quantity through religious institutions and the sale by direct mail through special mailing lists. The sale through general bookstores has in some ways increased, according to reports from publishers, though they make the statement that the increase is more often in books that have not been specifically labeled "religious." The sale through denominational stores has kept largely to an

even level, with perhaps some decrease, owing to the fact that the public in its reading habits does not follow the denominational labels as much as it once did. The sale through institutions is always a large factor when the book can be fitted to the need, and the sale by direct mail has probably provided publishers with a great deal of their increase in the last few years.

As the total demand from the public shows no lessening, it is certainly important for the health of the bookstores that they should give this important department careful consideration in order that their communities may feel that they are getting competent service and a good stock from which to select. A well-selected group of religious books, backed by a varied stock of Bibles, prayer books, etc., can form the nucleus of a special department in the general bookstore and therefore give reason for having one salesman in charge or giving most of his time to such sales. Such specializing is undoubtedly important with religious books, as those who purchase them want discriminating advice.

The improvement in religious periodicals in the last decade, subsequent to the weeding out process that went on with rising printing costs, has improved the effectiveness of publishers' advertising which is placed in the best of them, and magazines of a general character frequently find opportunity to cater to the religious interests of their readers and thus stir up interest in religion in its printed form. Publishers' direct mail circularizing usually refers to the possibility of buying these books at the bookstore, and if not, this should be done if the publisher wishes to keep both outlets alive. Many religious denominations have been making a special study of the book needs of their constituents and urging church libraries and Sunday school libraries toward a generally increased use of printed literature.

For better distribution of religious books, there should be in every good sized city at least one religious bookstore that specializes in this literature and thus draws the best clientele to it, and if the, possibly, 250 good outlets that now exist in the country could be increased to 500 by careful nurturing, it would be the best thing possible for the increased distribution of this great literature.

Copyright in Washington

THOSE who have worked for many years for better copyright legislation for America will be enheartened by the word from Chairman Vestal of the Patents Committee that he believes there is a chance that the general Copyright Bill 6990 will be reported out of his committee soon, and, if all interested groups will work together, that there is a chance of passage when reported. As Republican whip of the House his prophecies have particular value. In an address before a group of authors on Saturday last (which is printed in this issue) Mr. Vestal said that the bill now has fewer controversial clauses and a better chance to pass than ever before. In effect, the bill would, he said, simply legalize trade practices that have of necessity developed as the use of copyright material has grown. Our laws are a generation behind and a full revision is necessary to bring them up to date. He made a plea for a friendly spirit of compromise, in order that this legislation of far-reaching importance might be enacted.

Progress on Census

THE Bureau of Census in Washington now has ready the blanks which publishers are asked to fill in in connection with the Census of Manufactures, Form 508. This will shortly be sent to all publishing establishments. The report made will be held strictly confidential, and only the totals are made available to the public.

The Census of Manufactures is authorized by Congress for the benefit of American business an advisory committee of business is assisting. To be of greatest practical value, the report should be timely. In the 1927 census, the reports from the printing and publishing industries took exactly 66 weeks to be completed, discouraging evidence of the lack of realization of the importance of having figures for business building. It took the Bureau only 3 weeks to publish the figures after all the facts were in. The facts can be published by October of this year if the figures come in promptly. Thanks to the efforts of the Publishers' Association, the

statistics for book publishing are subdivided so that books and pamphlets are separated, as was not the case before 1927. If these totals of the fifteen different classifications are accurately filled in as to the number of copies and value, they will, when compared with the figures of 1927, give an important indication of the extent of the markets, of the tendencies in public buying and valuable guidance to publishing efforts in the next few years.

Albany Hearing on Censorship

ON February 11th a delegation appeared before the Committee on Codes at Albany to support a bill which would change the burden of responsibility in case of proceedings against the sale of an alleged obscene book. The theory of the proposed bill was suggested by Morris Ernst, author of "To the Pure: A Study of Literary Obscenity in Censorship," out of his experience in the jewelry field when he dealt with a similar problem. It has been backed by the Vanguard Press and the New York booksellers. Those appearing before the Codes Committee at the Albany hearings arranged through Assemblyman Langdon W. Post, who introduced the bill, included Ellis Meyers, Executive Secretary of the American Booksellers' Association; James Henle, President of the Vanguard Press; Ralph Wilson, representing the New York Booksellers' League; H. Nelson Street of the Retail Dry Goods Association, and Frederic Melcher of the *Publishers' Weekly*.

The principle of the bill is that in case of prosecution the bookseller may produce as the defendant the publisher or jobber who sold the book to him. Unless he can produce such responsible party and in case the book has no publisher's imprint, the bookseller himself must remain responsible. Mr. Ernst very ably outlined the purposes of the bill and pointed out that the booksellers had no opportunity to read all the books which they handled but that the publishers had read the manuscripts and were in a far better position to state the reason for the book's publication. Mr. Ernst pictured in detail the difficulties of the New York booksellers as they are harassed by the New York Society for the

Suppression of Vice. He pointed out that when the Society objected to "The Well of Loneliness," the publisher, Covici-Friede, invited a representative of the Society to purchase the book through them, so they should be responsible rather than some bookseller, and the book was successfully defended and the right of the public to the book had not since been doubted. Mr. Ernst also stated that in the jewelry trade, since 1898, when the Bureau of Standards questions the quality of the gold or silver used, the retailer can bring in as defendant the person from whom he purchased the questioned article, and such a producer has always seemed to be the rightful defendant in this situation.

Mr. Ernst said that for the first hundred years in the State of New York the public existed without any obscenity law, and he doubted whether the present law had done any good, but if it was to continue he believed it was only fair that the responsible party should be the defendant.

There was no opposition to the bill, and the committee took it under advisement. The committee had already reported out and the Assembly had approved a similar bill introduced by Assemblyman Post which had made the producer and author of a play responsible parties rather than the actors.

Literary Guild Seeking New Channels

THE Literary Guild has lately been extending its distribution beyond that of private subscriptions and is now soliciting orders from retailers not only for books of the current month but for books of the past months. At the same time, its field canvassers are covering public libraries and urging that subscriptions be placed for one copy of each new Guild book for each branch. Another development is the giving away of Guild books through the *Red Book*, *Cosmopolitan*, *Elks' Magazine*, etc., which offer to give three of the Guild's outstanding books, free, with a two year subscription at \$5.95. The books thus offered are "Coronet," published by Coward-McCann, "The Human Body," published by Alfred Knopf, and "She Stoops to Folly," published by Doubleday. As "Coronet" and "The Human Body"

are the most recent issues of the Guild, this has been interpreted by the trade to indicate that the Guild is turning these books over to magazines in order to be relieved of an overstock.

By these campaigns to maintain sales the Guild comes in direct competition with the trade publisher. If the bookseller buys from the Guild the author gets about one-fifth the royalty he would get from the trade edition, the publisher in turn gets only a small contribution to his cost of plates and overhead. This is a situation without any logic or reason, does nothing to increase the market for books, and is discreditable to the industry.

The Customs Censorship

WHILE the Senate, acting as a committee of the whole, is slowly proceeding through the various clauses of the Tariff Bill, it will within a fortnight probably reach the clauses covering the question of censorship by Customs Court when they will again be discussed. Mr. Smoot has announced that he will demand a secret session, in order to read selected passages from salacious works to the Senate. A secret session of the Senate on legislative matters has not been held since Congress met in Washington, and the announcement has created much comment.

Senator Cutting, who has proposed a new attitude toward censorship for the customs officials, pointed out in a speech in New York before the P. E. N. Club last Saturday that undoubtedly in the list of 740 books which are on the taboo list of the Customs offices there *were* books that were obscene. What he was protesting against was the method of handling the problem. The inspectors of Customs are required by our present law to judge of thousands of books that are imported, and, if they let a book through which is later deemed obscene, they are subject to a heavy fine and imprisonment. The importer has little chance to protect himself, as it costs time and money to make an appeal from this decision of the inspector.

Senator Cutting believes with others that there is sufficient opportunity to protect the country from obscene literature through the state's police powers without putting these extraordinary powers into the hands of the

Customs court. Of the list of 740 books which are kept out of the country at least half are in Spanish. Just why, has not been made clear. Some books that are prohibited in Spanish are not prohibited in French, some are prohibited in English that are not prohibited in their original French, and the whole list has ludicrous inconsistencies.

At one time, as Senator Cutting has pointed out, governments were chiefly concerned about printing of blasphemous character, later in threats against the State, and today government is most active in its attempt to judge what is obscenity.

If the House Bill had not attempted to add to the present censorship provision the censorship of political material, Senator Cutting would never have made his attack on the whole bill, but the issue having been raised, it is to be hoped that the Senate will not reverse its recent close vote of 38 to 36. Everybody in the book world who is interested in sanity and free speech should write to his senators at once and point out their interest in this matter.

The case for this amendment has been so well stated recently in a resolution of the New York Library Association that the *Publishers' Weekly* cannot do better than reprint that resolution and urge all its readers to register their opinions in Washington.

"No body of our population is more interested in promoting good citizenship and right living through the influence of books than librarians, and it is because of the firm belief that this provision would not contribute to such ends but on the contrary would thwart them, that the association is opposed to the section. It is a sad commentary upon the intelligence of the American people, to think they can not read honest criticism of our plan of government nor enjoy great works of literature without being harmed thereby. Indeed, leaders of public thought would have no opportunity to defend themselves and the nation against insidious attack if they lacked the means of becoming acquainted with publications from foreign sources which would be prohibited by this act.

"The act would doubtless be interpreted, as past experience with censorship shows, to ban many classics in economics and social science, histories of revolution, and

many of the great works of literature. It would indirectly affect the reprinting of such books by our own publishers.

"In our opinion, the worst feature of the bill is that of setting up as arbiters of literature, history and morality, customs officials who are chosen, not for any knowledge of these fields, but for ability to place proper prices on imported articles. The transfer of this delicate duty from the courts to such a body, with the imposition of heavy penalties for failure to enforce the act, will certainly bring about arbitrary and unwise decisions. The acts will curtail the proper jurisdiction of the courts and place the reaching of important decisions in the hands of officials incompetent for that service.

"The Council of the New York Library Association is therefore firmly opposed to the provisions of section 305 of House Resolution 2667, on the ground that it is contrary to public policy, will curtail freedom of speech and freedom of thought, will promote provincialism by depriving the American population of access to great literature, will seriously harm the intellectual welfare of the country by limiting knowledge of international economics and foreign relations, will decrease our knowledge of the history of foreign countries, impoverish our literature and take questions of public policy from the courts in which they belong and place them in the hands of purely administrative officers chosen for other qualifications."

A Study of Reference Books

A BROADSIDE published in Pontiac, Mich. by Lester Bartholomew at fifty cents contains condensed information for the publisher of reference books, for booksellers who have inquiries about different types of reference books, and for public libraries. Mr. Bartholomew has made a study of 27 widely sold reference books and has tabulated his data. His tables give the copyright dates, number of volumes, number of pages of text, price per hundred pages, price per million words, the number of headings in the index, illustrations, and maps, ages for which the book is suited, reputation for accuracy and the strong and weak points, these latter comments taken from sources of evaluation.

In and Out of the Corner Office

HONORABLE BRONSON CUTTING, Senator from New Mexico and sponsor for the action in the Senate which cut down the censorship paragraphs of the Tariff Bill, was the guest of honor of the P. E. N. Club at a dinner in New York on February 15th, and with him Honorable Albert H. Vestal, chairman of the Patents Committee of the House of Representatives and Republican whip, who is in charge of copyright legislation in Congress and sponsor for the general revision of the Copyright Law which is being supported by the authors and publishers. The chairman of the meeting was Will Irwin, president of the Club and actively interested in the legislation for the benefit of authors. ❀ ❀ ❀

Booksellers as well as publishers may become sponsors for prizes to authors, as has been proved in Italy, according to a paragraph which B. W. Huebsch calls to our attention in a German trade paper. "In 1928," reads this announcement, "thirty leading Italian booksellers established a prize of 5,000 lire for the best Italian novel of the year. The jury consists of three critics, three newspaper publishers and three amateurs of letters from private life. The prize is awarded annually. Each of the nine proposes a novel, and the jury selects what it considers to be the best of these nine titles. ❀ ❀ ❀"

Bertha Mahony of Boston introduced to a group of juvenile editors and critics on February 11th, John Cronan who gave us a few examples of the stories with which he has been intriguing the high and junior high school students of Massachusetts. We were no less fascinated. He tells just enough of some famous story to make the listener thoroughly interested, and then stops, telling what the book is in which the story can be finished. Miss Mahony is trying to gain the cooperation of publishers in spreading this new form of advertising for children's books. ❀ ❀ ❀

The Crime Club recently gave a delightful small teaparty at the Ritz for Mignon G. Eberhart, author of "While

the Patient Slept" which won this year's Scotland Yard Prize. Among the guests was Carolyn Wells, author of many well-known mystery tales. ❀ ❀ ❀

George Stevens, vice-president of W. W. Norton, tells us that Dorothy Ogburn author of "Ra-Ta-Plan," *Little Brown's* recent mystery success, is his sister. ❀ ❀ ❀

Harriette Ashbrook of the publicity department of Coward-McCann has just finished a mystery story which will be published in the fall. The title is to be either "A Most Amusing Murder" or "All Guns Missing." ❀ ❀ ❀

A. Wessels is representing the Midwest Company in New York, New England, and points west as far as Chicago. ❀ ❀ ❀

R. L. Duffus, who is now busy in one of the big foundations making a survey of American publishing conditions, is the author of a book on civic planning which he had previously completed and which is now published by *Harper*. The volume is a popular presentation of the findings of the various committees which have been working out a regional plan for New York City and its environment. Mr. Duffus' book has the very suggestive title of "Mastering the Metropolis," ❀ ❀ ❀

Peyton Boswell, editor of the *Art Digest*, has secured the services of Constance Naar, formerly book review editor of the *Bookman* in building up the book review department of the *Art Digest*. ❀ ❀ ❀

At a dinner given by the Foundry Press on Saturday, February 15, copy 63 of the signed \$20.00 edition of "Born in a Beer Garden" disappeared. This copy of the book will be outlawed and any news of its possible whereabouts should be sent to R. C. Rimington, 1 W. 67th Street. ❀ ❀ ❀

It has been pointed out that the photograph which we reproduced last week was of the new Walden branch shop in the Palmolive Building in Chicago and not of the new Walden Book Shop in the Michigan Square Building, Chicago. We are covered with chagrin, and promise ourselves a trip to Chicago in the near future so that we can keep our tall buildings straight. ❀ ❀ ❀

"Great Need for Copyright Revision"

Hon. Albert H. Vestal

Chairman of the House Committee on Patents

I AM thoroughly convinced that there is great need for copyright revision.

Article I—Sec. 8, of the Constitution provides that Congress shall have power to promote the progress of science and useful arts by securing, for limited times, to authors and inventors the exclusive right to their respective writings and discoveries.

The productions of the authors becomes the business of many industries, and the exploitation of his productions means a livelihood to divers persons.

Industries acquiring rights in an author's work ought, by law, to have those rights, so acquired, safeguarded, and of course it follows that the author's rights should be protected as well.

The law of 1909 in a great many respects is all out of tune with present-day methods and activities. New forms of expression have been introduced. The motion picture, the talking pictures, television, radio, etc., were not dreamed of when the law of 1909 was passed.

So, in order to meet these new conditions which have arisen, as well as to modify and clarify the 1909 act, I have introduced H. R. 6990 and contemplate holding hearings in the near future.

Our committee has had before it other bills seeking to revise the Copyright Law; extensive hearings have been held but we got nowhere with the former bill, so far as actually reporting it to Congress. There were so many groups interested, all having

different views, that the committee felt there ought to be a getting together of these groups, adjusting themselves to the different conditions and compromising, so far as possible, their differences, keeping in mind all the time the public welfare, so

that the committee having this legislation in charge might have practically the unanimous approval of all the groups interested and affected. This would not only materially aid the committee in favorably reporting the legislation but would mean much toward the passage of the measure when reported.

I am happy to know that from, and since, the last hearing there has developed a very fine spirit among

the different groups and a real desire to harmonize differences. Because of this earnest desire for revision of copyright and the fine spirit shown in your conferences, the bill now before the committee contains fewer controverted provisions and, I will frankly say, has a much better chance of being favorably acted upon by the House Committee on Patents.

I am informed that the author of today does not treat his production, or dispose of his property, as was the custom years ago. Knowing that he has certain rights in his production, whatever it may be, each of which in itself may be very valuable, he disposes of his rights in the manner most advantageous to him.

In the case of a literary production he might sell his magazine rights to a maga-

WITH the demand for a modernized copyright law gathering headway, the man who is in the key position to influence legislative progress is Hon. Albert H. Vestal, chairman of the House Committee on Patents, whose concise and significant address last week before the P.E.N. Club of New York is here printed. If the groups interested will now work together in friendly spirit a general revision of American copyright seems possible.

zine company; his book rights to some publisher; his dramatic rights to some theatrical manager; motion picture rights to some picture producer, etc. In other words he seldom, if ever, sells his copyright outright to any individual or corporation. Moreover, an industry desiring the magazine rights in some literary production would not care for any of the other rights. The author ought to have the right to make legal sale of any of his several rights and give to the purchaser of that right a legal title to it. Under the present law that cannot be done, except by trade practices. So one of the things we propose in the General Revision Bill is to make legal what is now trade practice, under what we term *Divisibility of Copyright*; permitting the magazine company, owning magazine rights, to have legal copyright because of such ownership; the book publisher, owning book rights, to have legal book copyright because of such ownership, etc. In other words making it possible for the author to divide and distribute his various rights with the legal sanction of the law protecting each of the rights as a "right in copyright."

The author is not asking Congress to enlarge his rights, he is only asking Congress to permit him to dispose of the several rights he now has in any manner he may desire and be able to give to the purchaser of any such right, or rights, legal title thereto.

Another reason for the revision of the Copyright Law is that the present law is obsolete, as to the new inventions, during the past 20 years, and the bill now before the committee seeks to extend copyright to such new inventions, such as radio, television, motion pictures, talking pictures, etc.

There is another phase of copyright that is being advocated more and more, and that is the question of entering the Copyright Union. Personally, I would strenuously oppose our entering into the Union unless, in so doing, the American author is afforded as much protection and guaranteed

as many privileges as is given the foreign author. In other words, I would not personally give my sanction to any law which would take away any of the rights of the American author or give to a foreign author greater rights, privileges or advantages than accorded to our American authors. I want to be placed on record as being for the American author 100 per cent. His creation should be protected to the fullest extent in every country in the world, and, in saying this, I do not want to be understood as not desiring a foreign author to have full protection on his production in the United States. But I do want a 50-50 break.

If I understand the situation correctly at the present time and under existing conditions, what the American author most desires is copyright on creation without needless formality.

Another proposal in the bill, is to change the term of the copyright from 28 years, with a renewal of 28 years, to a period of the life of the author and 50 years, and some very good reasons seem to be advanced for this change in the law. This is the standard term fixed by the Berne Convention.

I might discuss other sections of the bill, but this is not the time or the place for such discussion. We have tried, in formulation of the new legislation to retain as much of the old law as we could, only amending and writing new legislation to meet the changed conditions brought about by 20 years of unparalleled American progress.

If the different groups interested in and affected by copyright will meet each other in a friendly spirit of compromise, remembering that seldom, if ever, any legislation so far-reaching as that proposed, can be enacted without some sacrifice on the part of all those affected, the committee of which I have the honor to be chairman in the House will earnestly endeavor to report a General Copyright Bill and secure its adoption by Congress.

Brentano's Encounters "Growing Pains"

THE New York publishing and retail booktrade has been keenly interested in during the last month in the negotiations under way for readjustments in the big Brentano business in order to bring into the management some new elements which could give harmonious direction to the interests and efforts of the owners of the business and at the same time give assurance to the publishers that the slight financial problems which have been brought up by the rapid expansion would be met by the best possible business judgment. The sales are in healthy condition at both the big New York stores and branches, and stores in other cities are on a satisfactory footing, but on account of the rapidity of the developments in the last five years the program has necessitated a better coordination of forces.

In the last fifteen years gross sales have reached a total of \$30,000,000, and the last year showed a gross of over \$3,000,000. This is almost entirely in books.

A special study of the history and present condition of the business has just been made for the publishers by expert accountants. This was completed last Monday, and it gave a favorable picture of the situation, clearly showing the extraordinary growth of the business, and indicating that with careful management, the present difficulty in the firm's finances would soon be passed. In order to safeguard the extension of credit needed, the Brentano interests, which are in two family groups, have assigned their powers as stockholders to a voting trust of three, including George P. Brett, president of The Macmillan Company, Henry Hoyns, president of Harper & Bros., and John W. Hiltman, president of D. Appleton & Company. These three are to appoint a business manager to work with the owners and to make final decisions of policy and management. All the publishers who have examined the accountants' report are well satisfied with the conditions and prospects.

The business of Brentano's with its nine

stores is owned and managed by the descendants of August Brentano, who, as a crippled young Austrian of twenty-three began selling newspapers on Broadway in 1856. After a series of expansions in the vicinity of Union Square and one disastrous fire, the business was extended by taking into the firm three nephews of the founder, August, Arthur and Simon Brentano. They bought out their uncle in 1882 with August the Second as president, and in 1886 the uncle died suddenly. In 1899 August the Second died a year after having had a stroke of paralysis which had left him of unsound mind. The partnership was dissolved, and a receiver conducted the business for nine months, when it was taken over by a corporation (Simon and Arthur having bought up the interests of August), with Simon Brentano as president, Arthur Brentano as vice president, Charles E. Butler as secretary, and Clive Mecklem as treasurer. Mr. Mecklem was especially charged with watching out for the interests of the publishers who extended credit to the firm. On the death of Simon Brentano in 1914 Arthur Brentano became president, sharing the control with the widow of Simon Brentano and his sons Lowell Brentano and August. Into the business also had come Arthur Brentano, Jr. Arthur Sr. continued his direction of the rare book business of the firm, and, while Lowell Brentano and Mrs. Lowell Brentano devoted themselves to the publishing, Arthur, Jr., made himself an authority on retailing and development of retail branches. In 1925 Lowell Brentano increased his interests to a controlling share and as vice president has, with his mother, firm has been one of rapid expansion. In 1925 it moved its main store to West Forty-Seventh Street with a twenty-one year lease, and the store was handsomely equipped. It was expected to discontinue the Twenty-Seventh Street store, but, as a directing power. On the death of Clive Mecklem, William Burkhardt became treasurer.

The story of the last five years of the

location proved still profitable, the lease was renewed in 1927 for ten years. The retail business of A. C. McClurg & Company, which had been bought out in 1923, was given a new location in 1927, and the following year the prosperous branch in Washington was removed to new quarters.

Since then two small branches in New York have been equipped and set going, one on Madison Avenue and one on upper Broadway, and last fall a very handsome new store in Pittsburgh was opened. This

has made a large demand on capital for equipment to be gradually written off, but all the stores have been showing good sales under the excellent advertising and merchandising of the firm. Philadelphia has shown a profit this year; the Chicago business is increasing under the new manager; the new New York branches are paying their way; and, although the store in Pittsburgh is too new to judge of its success, the showing at Christmas was satisfactory; the London office of the publishing business is about to be closed.

An A. B. A. Page

Ellis W. Meyers

Executive Secretary of the American Booksellers' Association

FREE—Freer—Freest. Three steps in the development of a crime.

Step I—The book trade has often considered the good and evil attending the giving away of new books to the public. It is pretty generally conceded that subscription premiums of books (particularly new books) do not help make the trade a healthier one.

Step II—It is also granted by most that the "Great Bargain," "Half Price," and "Less Than Bookstore Price" campaign of the Literary Guild is not likely to send a rush of new customers to the bookstores.

Step III—"These Three Books Come to You Free With 24 Issues of *Red Book* magazine. * * * Don't miss this opportunity! Send at once for your free copies of these books with *Red Book* for 30 months, only \$5.95. * * * Three New Books Free." This is followed by pictures of "Coronet," "The Human Mind," "They Stooped To Folly." "Special Introductory Literary Guild Offer."

How appropriate is the title of the Glasgow book—appropriate indeed to the publishers who have made possible this fine selling campaign! How many persons of this country have had their idea that "books cost too much" reinforced by this type of propaganda? For this is not the only mailing piece that has been received by bookstore customers and potential customers. There is a steady stream of the material supplementing the display copy

that appears in competition with publishers' advertising in the book media.

It is difficult to understand the point of view of those who are making this possible. Are the authors making so much money at the present moment that they feel that they can disregard the future? Or have the publishers finally decided that they do not need the bookstores now that they have the book clubs? Because retail bookstores are going to be poorer and poorer outlets as this mass-merchandising continues. Of course, this program must lead to changes in publishing. Lists are going to be smaller, not just "slightly reduced" in size but "slashed." For who besides the bookseller will stock the many hundreds of books for which there is a limited sale? It must be obvious that there will be a tendency, with this type of merchandising, to sell a few books rather than many. That is probably good merchandising, but one wonders what the publishers would say if every traveler goes through the following scene:

Publisher's representative: "Yes, there are forty books on the spring list."

Bookseller: "Fine. I'll take fifty copies of each—of these two club selections, ten each of those other three."

P. R.: "How about the other thirty-five?"

Newly Awakened Bookseller: "Sell them to the clubs and come back for an order."

In the Bookmarket



Anna Seghers,
winner of the Kleist Prize for 1929. Her
novel, "The Revolt of the Fishermen,"
is published here by Longmans, Green

WITH the various European literary prizes not long awarded, the time is near for the appearance of the prize-winning novels in American editions. The Kleist Prize, Germany's most important literary award, was won for 1929 by Anna Seghers, twenty-seven, a doctor of philosophy in Heidelberg University, with her novel "The Revolt of the Fishermen." Longmans, Green publish the book in this country in a translation by Margaret Goldsmith, author of "Frederick the Great." ❀ ❀ ❀ In France the Prix Goncourt went to "L'Ordre" by Marcel Arland; the Prix Théophraste Renaudot was won by Marcel Aymé's "La Table aux Crevés"; and the Prix Femina by "La Joie" by Georges Bernanos. ❀ ❀ ❀ The American publication (Harcourt, Brace),

of "None So Pretty" by Margaret Irwin, winner of the Historical Novel Prize Contest conducted by Chatto and Windus, has already been announced in these pages. Another prize-winning novel from England is "The Seventh Gate" by Muriel Harris whose manuscript was chosen from more than 600 submitted in the *Harper-Jonathan Cape* English Prize Novel Contest by the judges, Hugh Walpole, Frank Swinnerton and Sheila Kaye-Smith. The book is, of course, on the *Harper* Spring List. ❀ ❀ ❀

Scheduled for June, 1930, is "Crucibles" by Bernard Jaffe, winner of the \$7500 Francis Bacon Award for the Humanizing of Knowledge, sponsored by *The Forum Magazine* and *Simon & Schuster*. ❀ ❀ ❀

"According to the Flesh," the Mary Baker Eddy biography by Fleta Campbell Springer previously announced for this spring by *Coward-McCann* has been put off until next fall. New material, previously unavailable to any of the Eddy biographers, was recently made accessible and Mrs. Springer felt that the real story of Mrs. Eddy would not be complete without it. ❀ ❀ ❀

Amena Pendleton, we hear, is doing Madame de Segur's "The Inn of the Guardian Angel" for *Houghton Mifflin Co.*, and Elizabeth MacKinstry is making the pictures. ❀ ❀ ❀

Sigrid Undset has begun a new novel which will be published by *Alfred A. Knopf* after publishing the final volume of her great tetralogy "The Master of Hestviken." For the first time in years Sigrid Undset will depict contemporary life in this new book. ❀ ❀ ❀ Knopf continues his Norwegian tendencies by introducing to American readers Olav Duun, with his "The Trough of the Wave," first of a six-volume saga. Duun is the chief exponent of the "Landsmaal" movement which is creating the modern saga of the Norwegian peasant. He is already being discussed as a possible Nobel Prize winner in 1930. ❀ ❀ ❀

The Los Angeles Convention

THE general committees in charge of the Convention of Western Booksellers are now meeting weekly, and Ernest Dawson, in charge of publicity, sends optimistic reports about the program. O. B. Stade, general chairman, has received promise of financial cooperation from the Chamber of Commerce of Los Angeles, and the Board of Supervisors. The Biltmore Hotel is promising rooms at \$5 a day, single, and \$7, double; other hotels in the vicinity are available.

The keynote of the conventions is to be The Wider Distribution of Books, and among other subjects will be a distribution center of a wholesale character on the Pacific Coast and the question of a freight allowance on shipments direct from the publishers in eastern cities. Another vital issue to be discussed is that of price cutting, which is now again being resorted to by a few firms in the west.

Included in the plans for entertainment are those for a banquet and dinner-dance and three major events, a trip to the Huntington Library at San Marino, a library whose contents are said to have cost \$25,000,000, a visit to the production plant of one of the motion picture companies, together with a trip to Hollywood, and finally attendance at a performance of the Mission Play at San Gabriel. Many distinguished authors have signified that they will be present at the banquet. Among the exhibits will be that of the Fifty Books of the American Institute of Graphic Arts, which will be shown at the Los Angeles Public Library, and a special showing of books from California presses. There will be a display of book jackets for which each publisher may submit three jackets which he considers to be the best which he has produced during the year; these will be judged by a committee of three, an artist, an advertising man, and a printer.

Convention Souvenirs

ELLIS W. MEYERS requests that the publishers who contemplate giving souvenirs at either the Western Division or Eastern conventions of the American Booksellers' Association, Los Angeles, April 23-26, New York, May 19-22, please notify the Executive Office of the A. B. A.

Longmans' Contest Extended

THE judges for the Longmans, Green Prize Novel Contest have reported that none of the manuscripts submitted is in their opinion worthy of the prize. Accordingly, after consultation with the judges, Longmans, Green & Co., announce the extension of the contest until April 15, 1930. All manuscripts hitherto received have been returned.

Stratford Poetry Award

THE prize of \$100 for the best poem printed in *The Stratford Magazine* during the past four months has been awarded to Louis Ginsberg for his poem, "Biographical Note," published in the December issue. *The Stratford Magazine* will continue to award every four months, until further notice, a prize of \$100 for the best poem printed during those four months. There is no limitation as to style or subject or length.

Adult Education Meeting

THE fifth annual meeting of the American Association for Adult Education will be held in Chicago, May 12, 13, 14 and 15, at the Edgewater Beach Hotel. Plans for the program include a discussion of rural adult education, alumni education, art in American life, and radio education. The program will be announced in detail at a later date.

Department Store Sales in January

DEPARTMENT store sales for January were 2 per cent smaller than in the corresponding month a year ago, according to preliminary reports made to the Federal reserve system by 490 stores located in leading cities of all Federal reserve districts. For the country as a whole the decrease was the same as that shown in the comparison of December with December a year ago. Boston, New York and Richmond showed the only gains.

Bindery Wages Advance

WAGES at the book binding plants of New York have been raised as of January, 1930, with a contract for a second increase in 1931.

Booksellers' Association of Philadelphia

A MEETING of the Booksellers' Association of Philadelphia was held at Kugler's Restaurant, 15th Street, on Thursday, February 20th.

The meeting was under the auspices of the National Association of Book Publishers and the speaker was Ruth Leigh, well known to readers of the *Publishers' Weekly*, who talked on "How to Increase the sales of Books." She demonstrated how two and three books can be sold where ordinarily only one would be purchased. The meeting was considered of so much importance to every person in the business that the Association extended the privilege of bringing guests from their selling force.

Women's National Book Association Annual Banquet

THE Women's National Book Association will hold its Thirteenth Annual Banquet on Tuesday evening, March 4, 1930, at the Commodore Hotel.

A number of prominent authors will be among the speakers, including G. B. Stern, H. A. Overstreet, James Thurber, Horace Liveright. Further details will be announced in a later issue of the *Publishers' Weekly*.

Tickets may be purchased now upon application to Miss A. E. Parker, Chairman Banquet Committee, 117 West Street, New York City. Reservations should be made as early as possible, as the attendance will be limited to 500.

Don't forget the Date—March 4th!

Australia and Copyright

A DEPUTATION of printers visited the government offices of Australia at Canberra this month asking for a duty on all printed matter and a change in their copyright law to include a manufacturing clause such as is operative in the United States Code.

"Big Six" Union

MEMBERS of Typographical Union No. 6 have voted to reject the offer of \$1 a week wage increase made to them by the newspaper publishers, who are now paying \$65 a week minimum, the members

of the Union insisting that they must have their five-day week.

Communications

BOOK INQUIRY ANSWERED

Fred Harvey,
General Office,
Union Station,
Kansas City, Mo.
January 21, 1930.

Editor, *Publishers' Weekly*:

I noticed in one of the recent issues of *The Publishers' Weekly* an inquiry about Robert M. Wright's book entitled "Dodge City the Cowboy Capital."

We handled this book for many years. It was out of print for a long time. A few months ago the *Wichita Eagle* at Wichita, Kansas, published a new edition. We bought a good many copies and sold them.

I am sending this information to you for if your client is still interested in the book it can be obtained by communicating direct with the publishers—*Wichita Eagle*, Wichita, Kansas.

Yours very truly,
FRANK CLOUGH.

DUPLICATION TO BE AVOIDED

The New York Public Library,
New York, January 21, 1930.

Editor, *Publishers' Weekly*:

We have recently received two books. One published by D. C. Heath Company in their Social Relations Series. It is entitled "Economics and Ethics; A Study in Social Values," by J. A. Hobson, with a foreword by Jerome Davis, Yale University. On the reverse of the title page it says "Copyright 1929, printed in the United States."

The second book was received about a week later in a shipment from England. It is entitled "Wealth and Life; A Study in Values," by J. A. Hobson, Macmillan and Company, London 1929. On the reverse of the title page is printed "Norwood Press, Norwood, Mass., U. S. A."

The two books are identical with the exception that the Heath edition has a two page foreword by J. Davis, Yale University. The titles of the books vary of course, but the chapter headings are

exactly the same and the books are printed from the same plates. Upon inquiry at the office of the Macmillan Company, New York City, they informed us that they do not carry the title in stock.

Here is a book which libraries would undoubtedly duplicate if they were tempted to buy Hobson's book (and Hobson is a first class writer of Economics) with a changed title and no indication whatever that it is the same book. In such an instance it seems to me that the American publisher, in listing his book, should add a note saying that this book was printed in London under the title "Wealth and Life; A Study in Values," by J. A. Hobson, Macmillan and Company.

C. L. CANNON,
Chief of Acquisition Division.

WHAT IS A FIRST IMPRESSION?

THE CLARENDON PRESS

Oxford, England.

14 January, 1930.

Editor, *Publishers, Weekly*:

Mr. Whitman Bennett (P. W. 21 Dec. 1929, 2852), writes:

"If the ideal be perfection, the most desirable copy would be the first one struck off by the press."

Unfortunately there is no such copy, except by a miracle, and if the miracle happened, no one could know it had happened. Even if a sheet were printed at one blow, which until recently it was not, no printer ever set aside the first copy of each sheet and bound them to produce the "real first."

Mr. Bennett is of course aware of this elementary fact; and as he wisely says, we must go for the truth and not pretend that the matter is simpler than it really is. By all means let us use the best microscopes.

Such terms as *issue* and *impression* are often misleading. Often we must be content to say that a given copy shows the first state of p. 67, the second state of p. 96, the third state of p. 161, and the second of p. 227—or the like. Anything simpler than that is, very often, simply untrue.

I am,

Yours faithfully,

R. W. CHAPMAN.

Changes in Price

ALFRED A. KNOPE, INC.

"The Maltese Falcon," by Dashiell Hammett, which will be published on February 14, has been changed from \$2.00 to \$2.50.

FREDERICK A. STOKES COMPANY

Dixon, "Human Side of Animals," "Human Side of Birds," "Human Side of Plants," and "Human Side of Trees," increased to \$2.50.

"Fighting the Flying Circus," by Rickenbacker, increased to \$2.00.

Williams, "American Boys' Cut-out Book of Soldiers," increased to \$2.00.

Potter, "Histoire de Pierre Lapin," increased to \$1.00.

DOUBLEDAY, DORAN & COMPANY, INC.

"Oral French Method" by Alice Blum has been changed from \$2.00 to \$2.50.

WILLIAM EDWIN RUDGE

"Edgar Allen Poe". A portrait by Ferdinand Huszti Horvath, 500 copies only, hand-colored, and signed by the artist has been increased in price from \$5.00 to \$7.50.

Obituary Notes

RICHARD G. FARRELL

RICHARD G. FARRELL, whose connection with The Methodist Book Concern in New York began as office boy twenty-eight years ago, and who has been for some years one of the salesmen for the Abingdon Press in the eastern territory, well known to patrons of the annual conference book stores, died suddenly at the Methodist Episcopal Hospital, Brooklyn, January 31st. He leaves a wife, who was Miss Lillian Thompson, formerly employed at the Book Concern, and a daughter.

HARRIET B. MASON

HARRIET B. MASON, who for more than twenty years was buyer for the book department at Fowler, Dick & Walker's Binghamton, N. Y., died on February 17th, following a short illness.

DR. HENRY F. HOYT

DR. HENRY F. HOYT, author of "The Frontier Doctor," died in Yokohama, Japan, January 21st, enroute home from a visit to the Philippine Islands. Dr. Hoyt was one of that fast-thinning group which links today with the days of the Old West. He was the first physician to practice medicine in the Panhandle. Dr. Hoyt was for nine years health commissioner of St. Paul, and served as chief surgeon of the Great Northern Railroad. He practiced his profession in Long Beach, Cal., for twenty years until his retirement in 1925.

ROMER WILSON

ROMER WILSON, the novelist, died at Lausanne, Switzerland, on January 11, after a lingering illness. Florence Roma Muir Wilson was born in Sheffield, Eng-

land, and was educated at West Heath School and Girton College, Cambridge. From 1917 to 1918 she was assistant in the Ministry of Agriculture. She was married in 1923 to Edward J. O'Brien, editor of the annual "Best Short Stories and Yearbook of the American Short Story." Her books include "Martin Schuler," "Dragon's Blood," "The Grand Tour of Alphonse Marichaud," "Greenlow," "A Latterday Symphony," "The Death of Society" (probably her best-known novel), all published or reissued here by *Alfred H. Knopf*, "The Life and Private History of Emily Jane Brontë" (*Boni*), and two anthologies of fairy tales, "Green Magic," and "Silver Magic" (*Harcourt*). She is survived by her husband and one son.

Business Notes

BOSTON.—A. J. R. Schumaker is now manager of the American Baptist Publication Society, New England Branch, 16

BOSTON.—Hall's Bookshop has moved from 361 to 379 Boylston Street.

BOSTON.—Ye Barn Booke Shoppe, 36 Joy Street, Beacon Hill. J. Richard Rosse, opened with general stock and circulating library.

BREHMAN, TEX.—Krug's Book Store, K. E. Krug, opened with fiction and children's books for sale and circulating library.

BROOKLYN.—The Book Bazaar has moved from 1797 Pitkin Avenue to 1743 47th Street.

CHICAGO, ILL.—Fay's Book Shop, 230 N. Michigan Ave., Esther B. Fay, opened with fiction, biography, travel books for sale and circulating library.

CHICAGO.—Indian Trading Post, 619 North Michigan Avenue, Fred Leighton, manager, is adding a "Bookshop" which will specialize in books about the North, South, and Central American Indians from earliest times to the present,—fiction, non-fiction, and rare books.

CLEVELAND.—The Piazza Book Shop, 8331 Euclid Avenue, August J. Piazza, opened with general stock, fine editions, old and rare books, foreign books for sale and circulating library.

DENTON, TEX.—The Campus Book Shop, 1211 Oakland Ave., Irene E. Davenport; general stock, circulating library.

DUQUESNE, PENNSYLVANIA.—Green from Reece's Department Store to 401 West Grant Avenue.

EVANSVILLE, IND.—On January 20th, owing to a fire in the block, the stock of Smith & Butterfield Company was badly damaged by water. The loss was covered by insurance.

GENEVA, NEW YORK.—College Bookstore. James G. Foster, has moved to 522 Exchange Street.

GRAND RAPIDS, MICH.—Paul L. Stekette, Oakwood Manor, special advisory service in library building, with stock of fine editions, old and rare books, subscription sets. Not a retail store.

HATTIESBURG, MISSISSIPPI.—Elizabeth Ames' Shop is now Taylor's Bookshop.

JACKSONVILLE, FLORIDA.—The Southern News Company has moved from 341 East Bay Street to 87 Broad Street Viaduct.

KENTFIELD, CAL.—Vaughn's Tavern Bookshop, P. C. Vaughn, opened with general stock, religious and philosophical books, scientific and business books, textbooks, foreign books, circulating library.

LONG BEACH, CALIFORNIA.—Hewitt's Bookstore, 117 Pine Avenue, has been sold to J. E. and K. F. Brown.

NEW YORK.—The Wakefield Bookshop, 509 Madison Avenue, Peggie Phipps and Annie Colby, opened with general stock, fine editions, old and rare books.

OKMULGEE, OKLA.—John's Book and Supply Shop, 308 W. Main St., Mrs. Guy John, opened with general stock, religious and philosophical books, business books, textbooks.

PHILADELPHIA.—Corner Book Shop, 6716 Old York Road, B. K. Law and F. S. Feuchtwanger, opened with fiction, biography, poetry, drama, fine art books for sale and circulating library.

PORTLAND, OREGON.—The Children's Bookshop, 343 Salmon Street, Helen Zimmerman and Esther McCulloch, opened with Children's books for sale and circulating library for children.

ST. LOUIS.—Doubleday, Doran Book Shop has moved into a larger store at 310 N. Eighth Street.

SAN ANGELO, TEX.—Bertha Teague's Bookshop and Rental Library, 26 West Twohig St., opened with general stock, religious books and circulating library.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

THE last Weekly Record in February brings a large and varied assortment of new books to the attention of the bookseller. The publishers' output during 1930 has been increasing week by week, making the number of books published now unusually large for this time of the year. Harper and Doubleday, Doran each presented more than a dozen attractive fiction and non-fiction titles, this week. On February 21st Thornton Wilder's new novel, the first since "The Bridge of San Luis Rey," appeared. Since there was no limited edition, copies of the first edition will doubtless offer an opportunity for speculation, encouraged by the phenomenal prices brought by "The Bridge."

Travel, particularly the southern variety, and biography are as usual popular subjects. There is a new Baedeker on Rome and Central Italy and a new edition of Terry's guide to Mexico, a country to which railroad companies are advertising a new de luxe "land tour." Among the new volumes in the uniform edition of the works of Pierre Loti are his "Morocco" and "Jerusalem." Princeton has its Halliburton; now two Yale undergraduates, Henry A. Schroeder and Laurance A. Peters record their nonchalant adventures in Central Asia. Still another biography of Livingstone has just appeared, a short one by W. P. Livingstone; there is a life of Stendhal by Rudolf Kayser; and

Stephen Gwynn has written the first complete biography of the explorer, Captain Scott.

For the customers for art books there are three valuable volumes: A. W. Lawrence's comprehensive history of classical sculpture, "Pattern Designing" by Archibald H. Christie, and a handbook of costume through the ages, by Mary Evans.

An important new edition is "Orpheus" by Salomon Reinach, a history of religions which has been out of print, and much in demand for some time; new volumes in the Loeb Classical Library include Ovid's "Art of Love"; General Smuts, who recently visited this country, presents a volume of essays on Africa and world problems; the selected poems of Francis Thompson are welcome; a book with a message to all business men and property holders is "Where Fire Insurance Leaves Off" by Clarence T. Hubbard.

"The 1930 American Scrap Book" and "The 1930 European Scrap Book," the second annual compilations of significant utterances that appeared in print, here and abroad, during 1929, should have a wide market. The bookseller alert for possible sales should also look at an Englishman's account of "The Downfall of Democracy in the United States," "The American Heresy" by Christopher Hollis. Good plays for young people to produce have been collected by Webber and Webster.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q 4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of February 22, 1930

Adler, Alfred, and others

Guiding the child, on the principles of individual psychology; tr. by Benjamin Ginzburg. 268p. D [c.'30] N. Y., Greenberg \$3
Actual problems and solutions of cases from the European Child Guidance Clinics of Dr. Adler and his associates.

Admire, Harry F.

Progressive typewriting; rev. ed. 199p. il. Q (Read system of commercial texts) '29 N. Y., Macmillan \$1.60

Alexis, Lucien Victor

Fundamentals in physics and in chemistry; v.1. 354p. diags. O '29 c. New Orleans, La., Author, 2427 Palmyra St. \$4.80

Allen, Austen

Menace to Mrs. Kershaw. 317p. D (Harper sealed mystery) '30 N. Y., Harper \$2
The case of Sam Gilstrap, who bicycled off up London Road one morning and was never heard of again.

Andrews, Charles Freer

Mahatma Gandhi's ideas, including selections from his writings. 382p. (2p. bibl.) il. (pors.) D c. N. Y., Macmillan \$3
The first volume in a work dealing with the life and work of the great Indian leader. It deals with his writings, especially in regard to the prevention of war. The second will include passages from his autobiography.

Angermueller, Mina

Flames of life [verse]. 135p. D '29 Bost., Four Seas bds. \$2

Aristotle

The Physics; with an English translation by Philip H. Wicksteed and Francis M. Cornford; v. 1. 517p. S (Loeb classical lib.) '29 N. Y., Putnam flex. cl., \$2.50; flex. lea., \$3.50

Armstrong, Martin Donisthorpe

The fiery dive, and other stories. 259p. D [c.'30] N. Y., Harcourt \$2.50
Six stories, five of them of modern times, by the author of "The Sleeping Fury."

Arrian, Flavius

Anabasis Alexandri; bks. 1-4; with an English translation by E. Iliff Robson. 465p. diagr. S. (Loeb classical lib.) '29 N. Y., Putnam flex. cl., \$2.50; flex. lea., \$3.50

Bacon, Leonard [Autolycus, pseud.]

Lost buffalo, and other poems. 140p. D c. N. Y., Harper \$2
"Lost Buffalo" is a long poem of the primitive Southwest, followed by shorter poems on various subjects.

Berlioz, Hector Louis

Four works; ed. by Tom S. Wotton. 52p. T (Musical pilgrim) '29 N. Y., Oxford 75 c.

Bible

The Psalms; bk. 2; rev. translation by F. H. Wales. 52p. D '29 N. Y., Oxford pap. 35 c.

Baedeker, Karl, firm, publishers, Leipzig

Rome and central Italy; handbook for travellers; 16th rev. ed. 684p. maps (pt. col.), diags. (pt. col) S '30 N. Y., Scribner flex. fab. \$6

Banning, Mrs. Margaret Culkin

Prelude to love. 278p. D '30, c. '29, '30 N. Y., Harper \$2
A story of modern love, which begins with Janis' arrival, smartly dressed, but unsophisticated, at a fashionable Long Island estate, for her step-brother's wedding.

Barrie, Sir James Matthew, bart.

J. M. Barrie's Peter Pan in Kensington Gardens; retold by May Byron for little people; il. by Arthur Rackham. 123p. il. (pt. col.) D '30, c. '02, '30 N. Y. Scribner \$1

Barton, William Eleazar

Lincoln at Gettysburg. 263p. il., map O [c.'30] Ind., Bobbs-Merrill \$4
The story of Lincoln's Gettysburg Address—"What he intended to say; what he said; what he was reported to have said; what he wished he had said."

Bennett, Rowena Bastin

Around a toadstool table. 109p. il. D c. Chic., Thomas S. Rockwell Co., 209 W. Jackson Blvd. \$2
A child's book of verse.

Berry, Lillian Gay and Lee, Josephine L.

Latin—second year. 535p. il., maps, diags. D (Climax ser.) [c.'30] Newark, N. J., Silver, Burdett \$1.80

Bible

From Moses to Elisha; comp. by R. Elliot Binns. 268p. il. maps D (Clarendon Bible; Old Testament; v. 2) '29 N. Y., Oxford \$1.50
The New Testament of Our Lord and Saviour Jesus Christ. 552p. T (World's classics, no. 346) '29 N. Y., Oxford 80 c.

Bijou, Ernest St. Clair

Backwoods sketches [lim. ed.] 71p. O '29 c. N. Y., Plandome Press, 240 W. 40th St. bds. \$2
A book of homely verse.

Bindloss, Harold

The man at Willow Ranch. 314p. D c. N. Y., Stokes \$2
A man hunt across the Canadian northwest and the romance of a delicately reared English girl transplanted to pioneer life.

Bittle, Celestine Nicholas Charles

Soldiering for Cross and flag; impressions of a war chaplain. 332p. il., diagr. D [c.'29] Milwaukee, Bruce Pub. Co. \$2

Blunden, Edmund

Shakespeare's significances. 18p. O (Shakespeare Assn's., pamph. no. 14) '29 N. Y., Oxford pap. 50 c.

Botelho, Francis M.

Unopathy. 24p. S [c.'29] Wayne, Pa., American Writers' Press pap. apply

Black, James Macdougall

Rogues of the Bible. 272p. D c. N. Y., Harper \$2.50

In which the Scotch preacher defends some of the Biblical characters that have been condemned through the ages—Cain, Esau, Jezebel, Pilate, Ananias, and others.

Black's Titles and forms of address; a guide to their correct use; 2nd ed. 128p. D N. Y., '29 Macmillan \$1.25

Blake, Gladys

Even Sara. 230p. front. D c. N. Y., Appleton \$2

A mystery story for girls, laid in Washington at the time of Monroe's presidency.

Box, George Herbert, D.D.

Early Christianity and its rivals; a study of the conflict of religions in the early Roman Empire at the beginning of our era. 128p. (bibl.) S (New lib.) ['29] N. Y., Cape & Smith 60 c.

Bradby, Godfrey Fox

About English poetry. 78p. D '29 [N. Y.] Oxford \$1

A discussion of some of the questions which arise in the study of poetry.

Bradlee, Francis B. C., comp.

Marblehead's foreign commerce, 1789-1850. 175p. il. O '29 Salem, Mass., Essex Inst. \$5

Bridge, J. S. C.

A history of France from the death of Louis XI; vs. 3 and 4. 330p.; 326p. maps, diags. O '29 N. Y., Oxford \$5 ea.

Bridges, James Winfred

Psychology, normal and abnormal, with special reference to the needs of medical students and practitioners. 574p. (13p. bibl., footnotes) diags. D c. N. Y., Appleton \$3.50

A survey of the whole field of modern psychology by the professor of psychology in the faculty of medicine, McGill University.

Buchan, John

The causal and the casual in history. 46p. D '29 N. Y., Macmillan bds. 80 c.

Buchanan, J. J.

Take your own car abroad and find your own Europe; a book of modern independent motor car travel. 372p. il., map O [c.'30] Pittsburgh, Pa., Pittsburgh Pr. Co., 530 Fernando St. \$3.50

An account of the author's four months' motor trip through Italy, France, Belgium, Holland, England, Wales and Scotland.

Burnham, Smith

The making of our country; a history of the United States for schools; rev. ed. 666p. (bibls.) il. (pt. col.), maps D '29, c.'20-'29 Phil., Winston \$1.68

Campbell, Dugald

Wanderings in Central Africa. 284p. il., map O [n. d.] Phil. Lippincott \$5

The experiences and adventures of a lifetime of pioneering and exploration.

Carman, Bliss

Sanctuary; Sunshine house sonnets [lim. ed.] 55p. il. D '29 N. Y., Dodd, Mead \$2

Carver, George, ed.

Periodical essays of the eighteenth century. 334p. D [c.'30] Garden City, N. Y., Doubleday, Doran \$1.50

About sixty essays representative of the best development of this form—for college classes.

Case, Robert Ormond

The Yukon drive. 365p. D '30, c. '29, '30 Garden City, N. Y., Doubleday, Doran \$2

A tale of the gold rush to the Klondike.

Chamberlin, Thomas Chrowder and Salisbury, Rollin D.

College text-book of geology; pt. 2, historical geology; rev. by Rollin T. Chamberlin and Paul Mac Clintock. 534p. il. (pt. col.), maps, diags. O [c.'09, '30] N. Y., Holt \$3.75

Chilvers, Healey A.

Johannesburg (Out of the crucible). 286p. il. O [n. d.] N. Y., Stokes \$3.50

The romantic history of the Rand—the South African goldfields.

Christie, Archibald H.

Traditional methods of pattern designing; an introduction to the study of formal ornament; 2nd ed. 325p. (bibl. footnotes) il., diags. O '29 [N. Y.] Oxford \$3.50

Clark, Judith

Arrows of desire. 337p. D c. N. Y., Minton, Balch \$2.50

The story of Barrie Chamberlain, a modern girl, and of her fight for happiness and love in the difficult post-war days is laid in Virginia and Washington.

Clarke, Austin

Pilgrimage, and other poems [lim. ed.] 45p. S ['30] N. Y., Farrar & Rinehart bds. \$1

Cleugh, Dennis

Wanderer's End; the odyssey of Don Paradise; foreword by Christopher Morley. 419p. D c. Garden City, N. Y., Doubleday, Doran \$2.50

Don Paradise finds romance and drama with the Pollens—the unconventional Pollens of Pollens' Popular Players, when he stumbles into their home, one stormy night.

Confessions of a copy writer. 238p. il. D [c.'30] Chic., Dartnell Corp. bds. \$2.50

The experiences of the author as a young man breaking into New York advertising, and, when he was mature, facing the sham and make-believe of advertising agency practice.

Cameron-Brown, C. A.

Electricity in agriculture; pt. 1, Report of an investigation; pt. 2, General considerations. 76p. il. diags. O (Inst. for Research in Agri. Engineering, bull. no. 5) '29 N. Y., Oxford 85 c.

Campbell, Norman Robert, and Ritchie, Dorothy

Photoelectric cells; their properties, use, and applications. 216p. (bibl. footnotes) front. diags. O '29 N. Y., Pitman \$4.50

Bucknell verse for 1929; written by students of Bucknell University. 39p. O '29 Lewisburg, Pa., [Bucknell Univ., Eng. Dep't] pap. 50 c.

Cameron, Jenks

The Bureau of Biological Survey; its history, activities and organization. 349p. O (Service monograph no. 54) '29 Wash., D. C., Brookings Inst. \$2

Corbett, Elizabeth F.

"If it takes all summer;" the life-story of Ulysses Grant. 332p. D c. N. Y., Stokes \$2.50
Short conversations of real people, which make a consecutive narrative of the general's life.

Coulton, George Gordon

The Inquisition. 128p. (bibl.) S (New lib.) ['29] N. Y., Cape & Smith 60 c.
A history of the Inquisition which stifled free thought and free speech during the Middle Ages.

Crawford, John Raymond

Greek tales for tiny tots; il. by Pauline Avery Crawford. 83p. obl. O [c.'29] [Bloomington, Ill., Public School Pub. Co.] \$1.25
Classic myths and legends retold.

Cudahy, John

African horizons. 159p. il. O c. N. Y., Duffield \$3

Adventures in Tanganyika and Safariland on a hunting and exploring expedition for the Milwaukee Museum.

Dent, Richard C.

The life story of King George V. 330p. il. O [c.'30] N. Y., Dutton \$3.90
A biography of the English sovereign. The Dutton prize book for March.

Dickman, Ernest

This aviation business. 274p. (bibl.) il, maps O '29 N. Y., Brentano's \$3.50

Didascalia Apostolorum; the Syriac version translated and accompanied by Verona Latin fragments; introd. and notes by H. Hugh Connolly. 372p. O '29 N. Y., Oxford \$6

Dos Passos, John Roderigo

The forty-second parallel. 433p. D c. N. Y., Harper bds. \$2.50
A novel that is a cross-section of pre-war American life.

Dugal, Xelphin Vennuss

Readings on aviation. 113p. diags. D [c.'29] Bost., Christopher Pub. House \$1.50
Airplane construction and the principles of flying for the beginner.

Duncan, Thomas W.

From a Harvard notebook [verse]. 29p. D '29 Des Moines, Ia., Maizeland Press bds. \$1.75

Duncan, Walter Wofford T.

The preacher and politics; a study in ministerial relation to public life. 151p. D [c.'30] N. Y., Abingdon \$1.25

Dr. Duncan believes it is a minister's duty to discuss political issues.

Ernst, Morris Leopold, and, Lorentz, Pare

Censored; the private life of the movie. 215p. il. O [c.'30] N. Y., Cape & Smith bds. \$3.50

A case history of movie censorship showing its power, its danger and many of its measures that seem ridiculous.

Esteven, John, pseud. [Samuel Shellabarger]

Voodoo; a murder mystery. 35p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$2

In which Inspector North discloses a voodoo cult in New York, presided over by a mysterious priestess.

Evans, Mary

Costume throughout the ages. 373p. (12p. bibl.) il. (col. front.) O [c.'30] Phil. Lippincott \$3.50

The first section gives the development of dress from the Egyptian, Greek and Roman to the present; the second, deals in detail with the national costumes of the various European countries.

Everson, Florence McClurg

Puppet plays for children; five little plays for marionettes, puppets and shadows, and how to give them. 118p. il, diags. D [c.'29] Chic. Beckley-Cardy Co. \$1

Facsimile reproduction of a unique catalogue of Laurence Sterne's library (A);

preface by Charles Whibley [lim. ed.] 108p. O '30 N. Y., E. H. Wells & Co. bds. \$8, b'xd.

A catalog of the books in the library of the English author, Laurence Sterne, and of the prices which were asked for them by Todd and Sotheran, who sold the library at his death in 1768.

Falkberget, Johan

Lisbeth of Jarnfjeld; tr. by Rudolph Gjellness. 239p. D [c.'30] N. Y., Norton \$2.50

A elemental story of the struggles of Lisbeth, strong, cold, courageous and her husband, avaricious, weak, mean, whom she married for the sake of the Jarnfjeld place, high in the mountains.

Fishbein, Morris, M.D.

Shattering health superstitions. 245p. D c. N. Y., Liveright \$2

About false theories and notions in the field of health and popular medicine. The author is editor of the Journal of the American Medical Association.

Fisher, Herbert Albert Laurens

Our new religion; an examination of Christian Science. 201p. (2p. bibl.) O [c.'30] N. Y., Cape & Smith \$2.50

A study of Christian Science by an English scholar, who concludes that the faith is founded upon contradictions and its success only negative.

Florus, Lucius Annaeus: Nepos, Cornelius

Epitome of Roman history [with an English translation by Edward Seymour Forster]: [The book of Cornelius Nepos; with an English translation by John C. Rolfe]. 758p. S (Loeb classical lib.) '29 N. Y., Putnam flex. cl., \$2.50; flex. lea., \$3.50

Connor, William L., and Jones, Lloyd L.

A scientific study in curriculum making for junior courses in business education. 152p. il. O [c.'29] N. Y., Gregg Pub. Co. apply

Cowley, A. E.

Hebrew printed books in the Bodleian Library; a concise catalogue. 824p. O '29 N. Y., Oxford \$14

Crawley, Edwin Schofield, ed.

Tables of logarithms to five places of decimals with auxiliary tables; rev. ed. 115p. O '29 c. N. Y., F. S. Crofts \$1

Denney, Joseph Villiers, and others

Manual for "Our English"; seventh-ninth grades; with course of study in language, grammar, and composition for junior high schools. various p. S [c.'30] N. Y., Scribner pap. 28 c., ea.

Frey, R. W., and Clarke, I. D.

The wearing quality and other properties of vegetable-tanned and of chrome-retanned sole leather. 18p. (bibl. footnotes) diags. O (U. S. Dep't of Agri., technical bull. no. 169) '30 Wash., D. C.; [Gov't Pr. Off.; Sup't of Doc.] pap. 5 c.

Footner, Hulbert

Anybody's pearls. 325p. D (Crime club) '30, c. '25-'30 Garden City, N. Y., Doubleday, Doran \$2

Dick Shemwell, penniless in London, is hired by a band of crooks to steal a pearl necklace from still another crook.

Fortescue, Frank A.

The perfect leaf; being the confession of Roland Emery. 235p. D [c. '30] N. Y., Sears \$2

The tragic story of a woman who gave all her love to one of her two sons, told by the one to whom she gave nothing.

Gaddis, Peggy

The house of yesterday; a love story. 242p. D (C. H. new copyrights) [c. '29] N. Y., Chelsea House 75 c.

Garcon, Maurice and Vinchon, Jean

The Devil; an historical, critical and medical study; tr. by Stephen Haden Guest. 288p. (bibl. footnotes) O [c. '30] N. Y., Dutton \$3.50

Tracing the history of belief in the Devil, and its modern manifestations today in psychic disorders.

Gardiner, Alexander

Canfield; the true story of the greatest gambler. 350p. il. O '30, c. '28-'30 Garden City, N. Y., Doubleday, Doran \$2.50

The biography of the "Host to the Nineties," Richard Canfield, whose luxurious gambling-house on 44th Street was one of the noted sights of New York, thirty years ago.

Gerhardi, William Alexander

Pending heaven; a novel. 292p. D c. N. Y., Harper \$2.50

In search of heaven on earth in a lovely lady's arms, Max, a literary gentleman, acquires quite a little harem, which he moves from France to Africa, where, to complicate matters, his one ideal really appears. A witty, modern and sophisticated tale.

Gewehr, Wesley M.

The great awakening in Virginia, 1740-1790. 300p. (16p. bibl.) il. (pors.) maps O c. Durham, N. C., Duke Univ. Press \$4

A history of a popular evangelistic revival, emphasizing the origins of the Presbyterian, Baptist and Methodist Churches in the South.

Goldberg, B. Z.

The sacred fire; the story of sex in religion. 401p. (6p. bibl.) il. O c. N. Y., Liveright \$4

Goodrich, Arthur Frederick: Lytton, Edward Bulwer--Lytton, 1st baron

Richelieu; a new version of Sir Edward

Bulwer-Lytton's play of the same name; together with Lord Lytton's original text; introd. by Clayton Hamilton. 277p. front. (por.) D '30, c. '29, '30 N. Y., Appleton \$2

The play in which Walter Hampden is now appearing in New York.

Granger, Mary

Lucy and three. 322p. D c. [N. Y.] Brewer & Warren \$2.50

The story of a modern New England girl and the three men who dominated her life.

Grey, Vivian

Swamp flower; a love story. 244p. D (C. H. new copyrights) [c. '29] N. Y., Chelsea House 75 c.

Gwynn, Stephen Lucius

Captain Scott. 247p. il., map O (Golden hind ser.) c. N. Y., Harper \$4

The life and letters of Robert Falcon Scott, who died heroically while attempting to reach the South Pole.

Hall, James Norman

Flying with Chaucer. 56p. D c. Bost., Houghton \$1.25

A war aviator's account of his capture, imprisonment, and escape, his constant companion a battered copy of "The Canterbury Tales."

Hamilton, Mary Agnes

J. Ramsay MacDonald. 305p. front (por.) '30 N. Y., Cape & Smith \$3

Hart, Mrs. Frances Newbold Noyes

Contact, and other stories; introd. by Blanche Colton Williams. 338p. D '30, c. '20-'30 Garden City, N. Y., Doubleday, Doran \$2

Eight stories, diverse in theme and setting, by the author of "The Bellamy Trial."

Haskins, Charles Homer

Studies in mediaeval culture. 306p. O '29 N. Y., Oxford \$5

Heinz, Max

Loretto; sketches of a German war volunteer; tr. by Charles Ashleigh. 316p. D c. N. Y., Liveright \$2.50

A novel of the period from 1914-1918 by a young German volunteer, a university student.

Hollis, Christopher

The American heresy. 324p. (bibl. footnotes) il. (pors.), maps O c. N. Y., Minton, Balch \$3.50

An analysis of the United States which endeavors to point out, through biographical sketches of Jefferson, Calhoun, Lincoln and Wilson, that the "United States" which were a reality under Jefferson have since become only a name.

Gesell, Arnold Lucius

Learning and growth in identical infant twins; an experimental study by the method of co-twin control. 124p. (bibl.) il. diagrs. O (Genetic psych. monographs, v. 6, no. 1) c. '29 Worcester, Mass., Clark Univ. Press pap. \$2

Hamilton, Robert

The Gospel among the Red men; the history of Southern Baptist Indian missions. 239p. (bibl.) il. D [c. '30] Nashville, Tenn., S. S. B'd of So. Bapt. Convention pap. 50 c.

Hanna, Paul R.

Arithmetic problem solving; a study of the relative effectiveness of three methods of problem solving. 68p. (6p. bibl.) O [c. '29] N. Y., Teachers College, Columbia Univ. pap. \$1

Harris, Paul Percy

El fundador de Rotary. 142p. il. D [c. '29] Chic., Rotary International, 211 W. Wacker Dr. \$1

Hawthorne, Julian

Bliss Carman: 1861-1929 [lim. ed.], no p. O '29 Palo Alto, Cal., [Nathan Van Patten] pap. priv. pr.

Henderson, H. A., and Baty, C. W., eds.

A progressive course of Latin unseens. 200p. S '29 N. Y., Oxford \$1.15

Hill, Norman L.

British arbitration policies. 68p. (bibl. footnotes) D (Internat'l conciliation, no. 257) '30 N. Y., Carnegie Endowment for Internat'l Peace pap. 5 c.

Hoult, Norah

Closing hour. 347p. D c. N. Y., Harper. \$2.50

A London tragedy—the story of William Carmichael, a solicitor, who has succumbed to drink, his nagging wife, and their two bewildered children.

Hubbard, Clarence T.

Where fire insurance leaves off. 260p. D c. N. Y., F. S. Crofts \$2.25

What one should look out for when insuring business or property—the risks not covered by ordinary fire insurance, windstorm, earthquake, explosion, aviation, sprinkler leakage, etc.

Hussey, Christopher

Tait McKenzie; a sculptor of youth. 119p. (3p. bibl.) il. Q [c.'30] Phil., Lippincott \$10

The life and works of the Canadian-born sculptor, famous for his statues of athletes and his war memorials. With 93 full page plates.

Jordan, Clara A.

The child's word book. 131p. S [c.'30] N. Y., Scribner 60c.

For second and third grades.

Joslin, Rebecca R.

Chasing eclipses; the total solar eclipses of 1905, 1914, 1925. 149p. il., maps, diagrs. D [c.'29] Bost., Walton Adv. & Pr. Co., 88 Broad St. \$3

Kapustin, Harry

Crowd your luck on death. 241p. D [c.'30] N. Y., Harcourt \$2.50

Short stories, somewhat in the manner of Gertrude Stein.

Karasick, Edith B.

The enchanted hours. 92p. il. S [c.'29] E. Aurora, N. Y., Roycrofters \$2

Poems written and illustrated by a little girl.

Kayser, Rudolf

Stendhal; the life of an egoist [tr. by Geoffrey Dunlop]. 312p. front. (por.) O [c.'30] N. Y., Holt \$3

A study of the life and work of Henri Beyle, the French author of the early 19th century, who is regarded as the father of the psychological novel.

Keator, Maude C.

The eyes through the tree. 256p. D c. N. Y., Appleton \$2

The heroine meets horror and murder in a quiet Pennsylvania valley.

Kilpin, Ralph

The romance of a colonial parliament. 190p. il. D '30 N. Y., Longmans \$3.40

A history of the Parliament of the Cape of Good Hope, South Africa, from 1652 to 1910, showing both its Dutch and English traditions. Lists of governors and members are added.

King, Mrs. Caroline Blanche Campion

Rosemary makes a garden. 218p. il. D [c.'30] Phil., Penn \$2

Through the year in the garden—practical advice to the beginner.

Lankes, J. J.

Virginia woodcuts; introd. by Charles Harris Whitaker [lim. ed] 64p. il. '30 Newport News, Va., Virginia Press \$1.50

Larocque, Elizabeth

Satan's shadow; poems. 67p. S '30, c. '28-'30 N. Y., Scribner \$2

A first book of varied verse by a young author whose poems have appeared in *Harper's*, *Scribner's*, and other magazines.

Latham, J. G.

Australia and the British Commonwealth. 157p. O '29 N. Y., Macmillan \$3

Lawrence, Arnold Walter

Classical sculpture. 579p. (5p. bibl.) il. D '29 N. Y., Cape & Smith \$5

A history of pagan Greek and Roman sculpture.

Lawson, Rev. William

Life on Patmos, and, Voices of the silent. 138p. D [c.'30] Bost., Christopher Pub. House \$1.50

Religious essays.

Le Gallienne, Richard

There was a ship; a romance. 325p. front. D '30, c. '29, '30 Garden City, N. Y., Doubleday, Doran \$2.50

A roistering romance of treasure-hunting Puritans in the days of Charles II.

Lenanton, Mrs. Carola Mary Anima Oman

Miss Barrett's elopement. 372p. D [c.'30] N. Y., Holt \$2.50

A novel about the romance of Elizabeth Barrett and Robert Browning.

Lillie, Major G. W. ("Pawnee Bill") and, Johnston, J. R.

Stampede range; a western story. 256p. D (C. H. new copyrights) [c.'29] N. Y., Chelsea House 75c

Livingstone, William Pringle

The story of David Livingstone. 161p. il., maps D c. N. Y., Harper \$1.50

A biography of the famous missionary-explorer of Africa which was written after the author had met many of the old African chiefs who had known Livingstone.

Livy [Titus Livius]

Livy; v. 5; bks 21, 22; with an English translation by B. O. Foster. 439p. (7p. bibl.) maps (col.) S (Loeb classical lib.) '29 N. Y., Putnam flex. cl., \$2.50; flex. lea., \$3.50

Titus Livii ab urbe condita; v. 3, b'ks. 21-25; ed. by C. R. Walters and R. S. Conway. 448p. D (Oxford classical texts) '29 N. Y., Oxford \$2; \$2.50

Kimhi, Rabbi David

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Old and Rare Books

Frederick M. Hopkins

RARE Americana, books and pamphlets, mainly relating to the colonial period of the United States, comprising 192 lots, were sold by Charles F. Heartman, at Metuchen, N. J., on February 1st. In a foreword to the catalog Mr. Heartman said: "I have been a persistent champion of Americana and I can only again sound the warning not to delay the purchase of items desired. They will never be cheaper." A few representative lots and the prices realized were the following: Adair's "The History of the North American Indians," etc., 4to, original calf, London, 1775, \$57; "Authentic Account of the Proceedings of the Congress held at New York, in 1757, \$82.50; "An Account of the Committment, Arraignment, Tryal and Condemnation of Nicholas Bayard, for High Treason," etc., folio, levant morocco, London, 1703, \$310; Edmund Burke's "Speech on American Taxation, April 19, 1774," 4to, half calf, London, 1775, \$121; same author, "Speech on Moving his Resolution for Conciliation with the Colonies, March 22, 1775," 4to, half calf, London, 1775, \$131; John Cotton's "Singing of Psalms A Gospel-Ordinance," etc., small 4to, London, 1647, first edition, \$71.50; Captain John Deane's "Narrative of the Sufferings, Preservation, and Deliverance of Captain John Deane and Company," etc., 12mo, half roan, London, 1711, rare first edition, \$137.50; John Erskine's "The Equity and Wisdom of Administration, in Measures that have unhappily occasioned the American Revolt," 12mo, mottled calf, Edinburgh, 1776, \$72.50; Samuel Johnson's "Taxation no Tyranny," 8vo, half leather, London, 1775, first edition, \$135; James Murray's "Impartial History of the Present War in America," etc., portraits and maps, 3 vols., half calf, worn, Newcastle upon Tyne, 1779-80, \$92.50; and Richard Whitbourne's "A Discourse and

Discovery of New Found-Land, etc., small 4to, levant morocco by Rivière, London, 1622, \$175.

EVERY return of the anniversary of Lincoln's birthday brings reports of discoveries of one kind or another. Two very interesting autograph letters recently came to light in New England, where they were obtained from a descendant of Solomon Lincoln, to whom they were written, and have just come into the possession of Dr. A. S. W. Rosenbach. These missives are of particular interest as they were written in 1848, soon after Lincoln was sent to the National Capital as a representative in Congress. They are both written on good paper, with ink that is as bright as when they were first penned. They both contain facts about Lincoln's ancestry, which must be authentic, coming as they did from his own hand. The report of another extraordinary letter comes from Los Angeles, Cal. The letter was written in Springfield, February 14, 1860, and in it he attempts to make, if possible, more plain than he had made in his Springfield address of June 17, 1858, his conviction that "a house divided against itself cannot stand;" that either slavery must be abolished in every part of the United States, or must be permitted everywhere in the Union. Still another item of important news is the ownership by Thomas F. Madigan of a beautiful copy in Lincoln's handwriting of his Gettysburg Address.

THE oldest Protestant prayer-book, according to experts who declare that it contains prayers of Martin Luther, leader of the Reformation, as he dictated them to his secretary about the year 1520, was brought to this country a few weeks ago by its owner, Hans Treusil, a Bavarian poet. The manuscript volume of 136 pages

is valued by its owner at \$25,000, and it is said by authorities who have seen it to be in the handwriting of Johan Agricola, the humanist, who was Luther's secretary. The book was believed to be the lost manuscript of the *Libellum Lutheri*, the "Little Book of Martin Luther," referred to by Spaladin, secretary to the Elector of Saxony, as the source of his own prayer book, and never discovered by succeeding generations of Reformation scholars. The late Dr. Rupert Knobloch, a theologian, scholar and antiquarian, owned and studied the volume many years. On his death he willed it to Mr. Treusil, his step-son, who brought it to this city when he came here as American representative of Dieneuwelt, a central European press service.

IMPORTANT autographs from the collections of A. W. Tillinghast of Englewood, N. J., the late Charles Eliot Norton of Boston, the late G. W. H. Ritchie of Providence, R. I., and others, will be sold by the American Art Association, Anderson Galleries, Inc., February 25th and 26th. Among some of the outstanding items are an exceedingly rare lithographed copy of the Emancipation Proclamation signed in full "Abraham Lincoln," Signers of the Declaration of Independence, Presidents of the United States, very important early historical letters relating to the conquest of Peru, important historical letters in Spanish relating to the early colonization of California and Florida, secret correspondence relating to the preliminary treaty of peace between the United States and Great Britain in 1782, more than a score of Lincoln letters and documents, including probably the last pardon, signed the day of his assassination. The collector and dealer interested in autographs will find this a most interesting catalog of historical material.

HOUGHTON MIFFLIN COMPANY promises Amiel's "Philene," translated by Van Wyck Brooks, with an introduction by Edmond Jaloux in April. Every since Henri Frederic Amiel first dawned on the world of letters, nearly a half century ago, with the publication of "Unfinished Fragments," virtually all that the English-speaking world has known of him has been Mrs. Humphry Ward's translation of a fraction of his journals. It

can be taken for granted that every reader of these journals wishes to know more of the author, and has marveled that the fragment published is virtually Amiel's one literary monument. It is said that Amiel's journal comprises more than 16,000 manuscript pages. The editors have carefully extracted all references to a young woman, whom he called Philene, ranging over a period of twelve years. The publishers say that this book throws a singularly illuminating light over the obscure points of Amiel's life, and that this extraordinary episode, now disentangled from the pages of the journal, is a piece of self-analysis franker than Rousseau, and unequalled elsewhere in literature.

CATALOG NO. 534, "Bibliotheca Nautica," Part II, issued by Maggs Brothers, London, has just made its appearance. It is a quarto, 149 pages, illustrated with portraits, facsimiles of letters and documents, title-pages, maps, and famous ships. Its 500 lots are described with the usual thoroughness, and many illuminating notes of great bibliographical importance are to be found here. The range of material is broad, comprising books, prints and manuscripts relating to naval warfare, shipbuilding and the art of navigation, pirates, buccaneers, and privateers, and shipwrecks and disasters at sea. The books cover a period of four centuries and a half, from 1480 to 1929. An index of seven pages, double column, greatly adds to the usefulness of the catalog as a work of reference.

MORRIS GRAY, Harvard graduate of 1877, has made a gift to the Widener Library, Harvard University, which will enable it to provide poetry students of the future with a collection of contemporary verse published in English-speaking lands. This collection is part of a movement to awaken interest in contemporary poetry. Weekly publications of contemporary verse are among the purchases being made. The new material now being systematically purchased, together with gifts of verse by Longfellow, Lowell, Charles Eliot Norton, and Amy Lowell, covering their own periods, will provide Harvard with a continuous record from Longfellow's own time.

BOOKS and manuscripts, chiefly of the 17th and 18th centuries, selected from the library of Lulworth Castle, the property of Mrs. Alfred Noyes, will be sold by Sotheby's, in London, March 3rd. The 189 lots comprising this sale, include historical works and books of travel, Americana, English literature, especially first editions of Pope, Swift, Dryden, a presentation copy of Davenant's "Gondibert," 1651; music, heraldic manuscripts, a hitherto unrecorded Book of Hours for English use, printed at Rouen in 1520, and a perfect copy of "The Chastysing of Goddes Children," printed by Wynken de Worde, in 1492.

THE extensive collection of books, letters and personal belongings of Charles Dickens, and the famous Dickens autograph material owned by Harry B. Smith, will be on view at Dutton's, 681 Fifth Avenue, until March 1st. Dickensians who can do so should see this exhibition.

HUNDREDS of collectors' items were lost in a fire that razed George M. Chandler's bookshop in the Chicago Club Building on the night of January 1st. The stock was completely covered by insurance, but many of the books destroyed or damaged were items which cannot be replaced, the estimated loss being about \$15,000. By good fortune a first edition of Dickens's "Christmas Carol" which was awaiting delivery, was lying in a part of the store that was untouched by fire or water.

Auction Calendar

Tuesday and Wednesday afternoons, February 25th and 26th, at 2:15. Important autographs from the collections of A. W. Tillinghast, Englewood, N. J., the late Professor Charles Eliot Norton, Boston, and the late G. W. H. Ritchie, Providence. (Items 389.) American Art Association, 30 East 57th St., New York City.

Thursday afternoon, February 27th, at 2 o'clock. Valuable library of the late Henry Morris, M. D., of Philadelphia, including Americana, first editions, standard sets, Marine books, genealogy, early printing. (No. 1441; Items 513.) Stan. V. Henkels, 1110 Sansom St., Philadelphia, Pa.

Catalogs Received

American first editions. (No. 6; Items 114.) David Magee, 480 Post St., San Francisco, Cal.
Americana. (Nos. 102 and 103.) Montgomery Cooper, 243 North Montgomery St., Memphis, Tenn.
Autographs. (No. 191; Items 198.) Goodspeed's, 7 Ashburton Place, Boston, Mass.
Autographs. (No. 175; Items 750.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.
Autographes. anciens et modernes, documents et manuscrits. (No. 9) Victor Degrange, 28, rue Serpente, Paris, France.

Books, pamphlets, etc., relating to Lincoln and the Civil War. (No. 62.) J. E. Spannuth, 521 Harrison St., Pottsville, Pa.
Books, pamphlets, etc., relating to Washington and the Revolution. (No. 63.) J. E. Spannuth, 521 Harrison St., Pottsville, Pa.
Books on sport. (No. 2; Items 364.) Robert Washington Coates, 37, Hitchin St., Baldock (Herts), England.
Christliche Kunst. (No. 599; Items 1645.) Karl W. Hiersemann, Konigstrasse 29, Leipzig, Germany.
Collection of Black Letter Bibles. (Items 90.) Export Book Co., 3 Havelock Terrace, Preston, England.
First editions of modern authors. (No. 15; Items 552.) Bertram Rota, 76a Davies Street, London, W. 1, England.
First editions of modern authors, including presentation and inscribed copies. (No. 273; Items 775.) Myers & Co., 102, New Bond St., London, W. 1, England.
First editions of American authors. (No. 140.) Farmington Bookshop, Farmington, Conn.
Firstly American. (Items 286.) Fullerton & Son, 508 Madison Ave., New York City.
Geographie, Geschichte, etc. A. Pichlers Witwe & Sohn, Margaretenplatz, 2, Wien, Austria.
Old English books, 1549-1800. (No. 22; Items 385.) E. Guntrip, 146a High St., Tonbridge, Kent, England.
Rare Books and first editions. (No. 11; Items 104.) Wilderness Road Bookshop, 665 South Fourth Ave., Louisville, Ky.
Revolutions-literatur Sociales. (No. 23; Items 649.) Erich Carlsohn, Leipzig, S. E., Germany.
Scientific books and publications of learned societies. (No. 340; Items 2856.) W. Heffer & Sons, Ltd., 3 Petty Cury Cambridge, England.
Scientific and other scarce pamphlets. (No. 276; Items 247.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.
Second-hand and new books dealing with modern history, chiefly European. (No. 261; Items 3221.) B. H. Blackwell, Ltd., 50 Broad St., Oxford, England.



OUR only advertisement to the trade of the limited, autographed edition (295 numbered copies) of **THE GREAT MEADOW** by Elizabeth Madox Roberts. To be published March 1st.

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Morley. Rehearsal. 1925.

AMERICAN ANTIQUARIAN SOC., WORCESTER, MASS.
Flint, H. M. Life of Stephen A. Douglas. 1860.
U. S. Catholic Historical Society. Historical Records. Vols. 1-18; Monograph Series. Vols. 1-9.

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Forthcoming Issues

✿ ✿ ✿ Harold D. Eberlein, author of "Villas of Florence and Tuscany" and other well-known books on the Lippincott list, continues the praise already voiced in these columns of the built-in bookcase as a decorative feature of the modern house and apartment. The old argument against book buying, "But I have no place to put them," is now passé. Books are an essential part of most modern decorating schemes. ✿ ✿ ✿

✿ ✿ ✿ In the Bookmaking Department next week there will be an article by Paul Johnston on "Modernism." Mr. Johnston's "Biblio Typographica" is on Covici's spring list. Will Ransom's speech, which he recently delivered at the opening of the Fifty Books Exhibit, will be printed in this issue. ✿ ✿ ✿

✿ ✿ ✿ Earl Hanson has written a timely article for us on "Books of Polar Explora-

tion of the Twentieth Century." Mr. Hanson is a member of the Explorer's Club, has done exploring in Chile, Iceland and Canada. He has written for various periodicals, and is a brother of Lieutenant Malcolm Hanson, in charge of radio operation of the Byrd Antarctic Expedition. ✿ ✿ ✿

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